

# Got Your Back Business Consultancy customer privacy notice

This privacy notice tells you what to expect us to do with your personal information.

## Contact details

### Email

charlotte@gotyourbackconsultancy.com

## What information we collect, use, and why

We collect or use the following information to **provide services and goods, including delivery**:

- Names and contact details
- Website user information (including user journeys and cookie tracking)

We collect or use the following information for **service updates or marketing purposes**:

- Names and contact details
- Marketing preferences
- Location data
- Website and app user journey information

## Lawful bases

Our lawful bases for collecting or using personal information to **provide services and goods** are:

- Consent

- Contract
- Legitimate interest:
  - business to business service

Our lawful bases for collecting or using personal information for **service updates or marketing purposes** are:

- Consent
- Legitimate interest:
  - business to business service

## Where we get personal information from

- People directly

## How long we keep information

We store information for 5 years after a contract has been completed.

Name, contact email address, telephone number and name of company will be stored for 5 years after a contract has been completed. Any data gathered during the period of contract will also be destroyed 5 years post-contract completion.

## Your data protection rights

Under data protection law, you have rights including:

**Your right of access** - You have the right to ask us for copies of your personal data.

**Your right to rectification** - You have the right to ask us to rectify personal data you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

**Your right to erasure** - You have the right to ask us to erase your personal data in certain circumstances.

**Your right to restriction of processing** - You have the right to ask us to restrict the processing of your personal data in certain circumstances.

**Your right to object to processing** - You have the right to object to the processing of your personal data in certain circumstances.

**Your right to data portability** - You have the right to ask that we transfer the personal data you gave us to another organisation, or to you, in certain circumstances.

**Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent.

You don't usually need to pay a fee to exercise your rights. If you make a request, we have one calendar month to respond to you.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

## How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:  
Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

## Last updated

16 July 2024