

Privacy notice

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

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Contact details

Email: cldavies_85@protonmail.com

What information we collect, use, and why

We collect or use the following information to **provide and improve products and services for clients**:

- Names and contact details
- Addresses
- Gender
- Pronoun preferences
- Occupation
- Date of birth
- Payment details (including card or bank information for transfers and direct debits)

- Transaction data (including details about payments to and from you and details of products and services you have purchased)
- Information relating to compliments or complaints
- Video recordings
- Audio recordings (eg calls)
- Records of meetings and decisions

We collect or use the following personal information for **research or archiving purposes**:

- Names and contact details
- Addresses
- Purchase or client account history

We collect or use the following personal information to **comply with legal requirements**:

- Name
- Contact information
- Client account information
- Any other personal information required to comply with legal obligations

We collect or use the following personal information for **dealing with queries, complaints or claims**:

- Names and contact details
- Account information
- Purchase or service history
- Call recordings
- Witness statements and contact details
- Relevant information from previous investigations

- Customer or client accounts and records
- Financial transaction information
- Correspondence

Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible lawful bases in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are in brief set out below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [You can read more about this right here.](#)
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [You can read more about this right here.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal information. [You can read more about this right here.](#)
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [You can read more about this right here.](#)
- **Your right to object to processing** - You have the right to object to the processing of your personal data. [You can read more about this right here.](#)
- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [You can read more about this right here.](#)
- **Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [You can read more about this right here.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

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

Our lawful bases for the collection and use of your data

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

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.
- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:

As a Virtual Assistant providing tech support and administrative services, I collect and use personal information to deliver and improve services for my clients. My legitimate interests in processing this data include:
Providing Efficient and Reliable Support – I need to process client information (such as contact details, business requirements, and service preferences) to communicate effectively, resolve technical issues, and ensure smooth service delivery. Customizing and Improving Services – By understanding clients' needs, I can tailor my support, suggest relevant solutions, and improve the quality of my services over time. Ensuring Security and Compliance – I may process data to maintain security, prevent fraud, and comply with any contractual or legal obligations related to my services.

Our lawful bases for collecting or using personal information for **research or archiving purposes**:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.
- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:

I analyze past client interactions, feedback, and service history to identify trends, improve services, and enhance user experience. I may retain records of previous work to streamline future support requests, ensuring clients receive efficient and consistent service.

Our lawful bases for collecting or using personal information to **comply with legal requirements**:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

Our lawful bases for collecting or using personal information for **dealing with queries, complaints or claims** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:

As a tech Virtual Assistant, I collect and use personal information to effectively handle queries, complaints, and claims from clients and other relevant parties. My legitimate interests in processing this data include:

Providing Clear and Effective Communication – I need to process personal data (such as contact details and service history) to respond accurately and promptly to any questions or concerns clients may have.

Resolving Issues and Improving Services – Handling complaints and feedback allows me to address problems, learn from them, and improve my services to better meet client needs.

Protecting My Business and Clients – If a dispute or claim arises, processing relevant information is necessary to investigate the issue, maintain records, and, if needed, provide evidence to resolve the matter fairly.

Where we get personal information from

- Directly from you; no information is acquired from other sources

How long we keep information

Information is retained for up to 6 years (in the case of financial reporting requirements) or less as determined by the category of the data and applicable local legislation.

Who we share information with

- External auditors as legally required.
- Organisations we’re legally obliged to share personal information with
- Data processors located only within the UK or the EU as governed by the requirements of the applicable legislation with explicit prior permission from you.

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 27.02.25