

PRIVACY POLICY

What Information We Collect

GBS collects data about you that is limited to the kind of information that can be found on a typical business card: first name, last name, job title, employer/company name, work address, work email, and work phone number. In some cases, we may ask you to provide additional professional information such as the size of the company you work for, and industry type.

To enhance and/or update the information that you have provided to us, we may combine it with professional information or personal data that we collect from third party sources. The personal data that we refer to in this document is the personal and professional information you provide, as well as information that we obtain from third party sources, both of which we typically combine as one user record.

In order for us to provide the products, content or services you request, we need your personal data. Therefore, if you do not provide such personal data, we cannot deliver the products, content or services.

How We Collect it

We collect this information from Account Application Forms, contact information you have given to our suppliers, trade shows and events.

We may link to third party platforms or services we don't control.

Our website may contain links to other platforms that we do not own or operate. We provide these links as a mere convenience to our users, but these are not intended as an endorsement or referral to the linked sites or services and we are not responsible for the content of these sites and cannot monitor such sites fully and permanently for possible breaches of the law. The linked sites and services are subject to their separate and independent privacy statements, notices and terms and the collection and use of your personal data will be subject to the privacy policies of the third party and not this Policy. We are not responsible for the content or privacy practices of other platforms or services. We encourage our users to be aware when they leave our website. Read the privacy statements of other platforms carefully. This Policy applies solely to information collected by us.

How we Safeguard your Personal data

GBS maintains safeguards which include technical and organizational security measures to protect your personal data from loss, misuse, unauthorized use, access, inadvertent disclosure, alteration, and destruction, and we require the third parties we contract with to support GBS's business operations to employ reasonable security measures as well.

We update and test security on an ongoing basis and restrict access to your personal data to only those who need to know in order to provide GBS's products & Services content or services to you.

Storage of your personal data

We may store your personal data using GBS's own secure on-site servers or other internally hosted technology. Your personal data may also be stored by third parties, via cloud services or other technology, to whom GBS has contracted with, to support GBS's business operations (see "When and how we share your information with others" below).

These third parties do not use or have access to your personal data other than for cloud storage and retrieval, and GSB requires such parties to employ at least the same level of security that we use to protect your personal data (see "Security of your personal data" above).

What we do with the personal data we collect

We use the personal data that we collect for legitimate Legal purpose. To communicate with you, deliver what you request, improve our service, and to present other information that may be of interest.

To communicate with you

We may use your personal data to send you important notices, such as communications about your account, transactions, and changes to GBS's terms, conditions, policies, and/or other internal purposes.

To deliver what you request

We may use your personal data to provide the products, content or services you request.

To improve our service

We may use your personal data for auditing, data analysis, and research to improve GBS's products, content and services.

To present offers that may be of interest to you

We may contact you to offer you additional third-party products, content or services that may be of interest to you.

The Legal Basis we have for processing your data

GBS uses the personal data that you provide to supply you with high-quality products, content and services as you request, to send important notices, and for internal purposes such as Accounting and auditing, data analysis, and research to provide you with the information you need to make the most informed purchasing decisions.

We may also use your personal data to offer you products, content or services that may be of interest to you, based upon your interests or the preferences you shared with us.

The legal basis for processing your personal data is your consent. In certain circumstances we may otherwise process your personal data if GBS has a legitimate interest in doing so and GBS is not infringing any of your rights and freedoms.

When GBS processes your personal data for GBS's legitimate interests, GBS will consider and balance any potential impact on you and your rights under data protection and any other relevant law. Our legitimate business interests do not override your interests. GBS will not use your personal data in circumstances where your rights and freedoms override our legitimate interests, unless we have your consent or are otherwise required or permitted to by law.

When and how we share your personal data with others

GBS does not share your data with other 3rd party companies unless you have asked us to pass on your details to a supplier to send you product details.

Your personal data may be shared when authorized by law or necessary to comply with a valid legal process.

How long we keep your personal data

We retain your personal data for the duration of your business relationship with us, and we hold your information only as long as necessary for each purpose we use it, unless we have obtained your consent to use for another or similar purpose.

Your rights & References

If you inform us that you want your personal data erased (*if you are an EU resident*), or that you no longer wish for us to communicate with you for marketing purposes, or to otherwise restrict GBS's processing of your personal data, we may retain some basic information in order to avoid sending you unwanted materials in the future, and to keep a record of your request and our response.

Contacting us

Confirming your personal details

To confirm that GSB is processing your personal data, or to access, update or correct the personal data GBS holds about you, or to obtain a copy to reuse for your own purposes, please send an email to Mark Bowling m.bowling@gowerbiz.co.uk

If you have any questions, concerns or complaints about GBS's personal data practices or this Privacy Policy, we encourage you to get in touch with our Data Protection Officer Mark Bowling.

If you believe you have suffered harm due to a breach of your rights by GBS under this Privacy Policy, and GBS has not handled your complaint in a reasonably sufficient manner, *any EU resident* may also file a complaint with the applicable supervisory authority (ICO).

Your Rights and Options

You have the option to withhold or withdraw with effect for the future previously provided consent to uses of your personal data, where you have been asked for consent.

If you object to our use of your personal data for direct marketing purposes, please email us at m.bowling@gowerbiz.co.uk. You can also specifically opt out of receiving any future marketing emails. To stop receiving our promotional emails, please email m.bowling@gowerbiz.co.uk

Even if you object to your use of personal data for direct marketing purposes or more specifically opt out of receiving our marketing emails, we will still send you transactional messages in relation to products or services that you have purchased from us. These include Invoices, Statements, other accounting transactions and products or services you have purchased from us.

You have the right to request access to your personal data, or erasure or rectification of your personal data. With respect to your right to object to direct marketing, see above. You can refuse or withdraw your consent at any time with effect for the future. If you have any questions about this policy or want to access, erase or rectify your personal data or if you want to withdraw consent to processing, please email us at m.bowling@gowerbiz.co.uk or mail to: The Directors, Gower Business Systems Ltd, 2 New Mill Court, Enterprise Park, Swansea, SA7 9FG.