

Fair Processing Notice

This Fair Processing Notice explains what data I process, why I process it, my legal basis, how long I keep it and your rights.

I will always make sure that any personal data is protected and treated securely. Any information that I process will be held in accordance with the General Data Protection Regulation (GDPR), the Data Protection Act 2018 and other UK or EU data protection legislation.

My contact details

Registration number with the Information Commissioner's Office (ICO): ZA774534

Email: shelly@swvirtualbusinessassistant.com

How and why do I process your data?

1. When you contact me:

I process your personal data (name, phone number, email and message) when you contact me either by phone call or email.

I keep enquiry details for 12 months to enable me to contact you. The legal basis that I rely on to process your personal data is consent when you choose to contact me and legitimate interest to hold your data for 12 months for business purposes.

2. Website visitors:

I will collect your IP address when you visit my website. An IP address is a unique address that identifies a device when it is accessing the internet.

I use Google Analytics to collect standard internet log information and details of visitor behaviour patterns. This information is only processed in a way that does not directly identify anyone.

Cookies that are necessary for functionality, security and accessibility (called essential cookies) are set.

I collect this information to maintain and monitor the performance of my website. The legal basis that I rely on to process your personal data is legitimate interest to maintain the integrity of my website.

3. When you are a client:

In order to provide my services, I collect and process your personal data:

- name, address, phone number, email;
- billing information;
- a record of the information that you provide to me;
- the date on which you started using my services; and

- the date on which you ceased to use my services.

I need to process personal data about my clients in order to provide an effective and high-quality service and to fulfil my legal obligations.

I will process your data to:

- provide you with the services or information that you have asked for;
- keep a record of your relationship with me;
- send you correspondence and communicate with you;
- meet my legal obligations;
- respond to or fulfil any requests, complaints or queries that you may have; and
- understand how I can improve my services or information.

I will process your data using the legal basis of contract, legal obligation and legitimate interest.

I process the following data because we have a contract:

- name, address, phone number, email;
- a record of the information that you provide to me;
- the date on which you started using my services; and
- the date on which you ceased to use my services.

I need to hold your data for seven years due to HMRC requirements and this is a legal obligation.

Who do I share your information with?

- My software and cloud service providers;
- Advisors and insurers, if necessary; and
- HMRC, if required.

Your rights under GDPR

You have rights in respect of my processing of your personal data which are:

- To access to your personal data and information about my processing of it. You also have the right to request a copy of your personal data (but I will need to remove information about other people).
- To rectify incorrect personal data that I am processing.
- To request that I erase your personal data if:
 - I no longer need it;
 - if I am processing your personal data by consent and you withdraw that consent;
 - if I no longer have a legitimate ground to process your personal data; or
 - I am processing your personal data unlawfully
- To object to my processing if it is by legitimate interest.
- To restrict my processing if it was by legitimate interest.



- To request that your personal data be transferred from me to another company if I was processing your data under a contract or with your consent and the processing is carried out automated means.

If you want to exercise any of these rights, please contact me.

If you have a concern about the way I am collecting or using your personal data, please raise your concern with me in the first instance. You may also contact the Information Commissioner's Office at <https://ico.org.uk/concerns/>.