

# Purple Sky Consulting Privacy Policy – January 2023

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## Contact details:

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## The type of personal information we collect:

We currently collect and process the following information:

- Name and contact information (email, telephone numbers, address and websites), as provided directly to us.
- Personal identifiers, available due to interactions with the website and other sources.
- Customer financial information relating to payment details, as provided directly to us.
- Website user statistics, though these do not directly identify individuals.
- Feedback received from clients, as provided directly to us.

## How do we get personal information, why do we have it and how do we use it?

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- To subscribe to free services provided by Purple Sky Consulting (where you can opt out of marketing services).
- When making enquiries about Purple Sky Consulting services.
- When providing feedback about our services.
- Through information captured by website tracking.

We also receive personal information indirectly from the following sources in the following scenarios:

- Through interactions via other platforms, such as LinkedIn.

We use the information that you have given us to:

- Provide information and follow up on enquiries relating to our services.
- Review our services and product development.
- To undertake analysis and insights to support the business activities.

- To enable subscribers to receive the blog and related information.
- Appropriate marketing and sales activities.

We may share this information with those directly involved with Purple Sky Consulting.

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are:

**Your consent.** You can remove your consent at any time. You can do this by contacting [info@purpleskyconsulting.co.uk](mailto:info@purpleskyconsulting.co.uk)

### **How we store your personal information**

Your information is securely stored. Information provided for subscriptions via the website will be held in the subscribers' database, and all other information will be held in email servers and the customer database.

We keep all personal information for one year after we conclude business together. When a subscriber unsubscribes, their personal data will be disposed of immediately.

We will then dispose of your information by electronic deletion and removal from any databases you are included in. We only hold information electronically.

### **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 information.

**Your right to rectification** - You have the right to ask us to rectify personal information 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 information in certain circumstances.

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

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

**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, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond.

Please get in touch with us at [info@purpleskyconsulting.co.uk](mailto:info@purpleskyconsulting.co.uk) if you wish to make a request.

### **How to complain**

If you have any concerns about our use of your personal information, you can complain to us at [info@purpleskyconsulting.co.uk](mailto:info@purpleskyconsulting.co.uk).

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>