

## Privacy and Cookies

At Knowledge Skills & Attitude Limited, we take your privacy seriously and this privacy statement explains what personal data or information we collect from you and from people who visit our website and how we use it. We would encourage you to read the list below and scroll down if you would like more information on a specific topic.

We may change this information from time to time, so please check this page occasionally to ensure you're happy with any changes. This privacy statement was last updated on 24<sup>th</sup> May 2018

If you have any questions regarding this statement and our privacy practices, please contact us by email [hello@knowledgeskillsattitude.co.uk](mailto:hello@knowledgeskillsattitude.co.uk) or by post at 294 Bolton Rd West, Ramsbottom, Bury, BL09QF. Alternatively, you can telephone us on 01706 823059.

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### Data Controller

Knowledge Skills & Attitude Limited is a registered company (05581494) our registered office address is 294 Bolton Rd West, Ramsbottom, Bury, BL09QF. In this document, 'We', 'Us', 'Our' or the 'Company' refers to Knowledge Skills & Attitude Limited.

### What personal data or information do we collect?

The personal information we collect may include:

<b>Identity Data</b>	first name, last name, title, job title
<b>Contact Data</b>	billing/contact address, delivery address, email address, telephone numbers
<b>Financial Data</b>	bank account, billing and payment details
<b>Contract Data</b>	details about contract agreements between us
<b>Transaction Data</b>	details about payments to and from you. Details of products and services you have purchased from us or supplied to us
<b>Profile Data</b>	purchases or orders made by you, feedback and survey responses
<b>Technical Data</b>	internet protocol (IP) address, browser type and version, time zone setting and location, browser plug-in types and versions, operating

	system and platform and other technology on the devices you use to access this website
<b>Usage Data</b>	information about how you use our website, products and services
<b>Marketing and Communications Data</b>	your preferences in receiving marketing communications from us and your communication preferences

We do not collect any **Special Categories of Personal Data** about you (this includes details about your race or ethnicity, religious or philosophical beliefs, political opinions, trade union membership, information about your health and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

#### **If you fail to provide personal data**

Where we need to collect personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services). In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

#### **How is your personal data or information collected?**

We use different methods to collect data from and about you, including;

- **Direct interactions.** You may give us your [Identity, Contact and Financial Data] by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you;
  - apply for our products or services;
  - subscribe to our service or publications;
  - request information to be sent to you;
  - enter a competition, promotion or survey; or
  - give us some feedback.
- **Automated technologies or interactions.** As you interact with our website, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, and other similar technologies. We may also receive Technical Data about you if you visit other websites employing our cookies.
- **Third parties or publicly available sources.** We may receive personal data about you from various third parties and public sources as set out below:
  - Technical Data from the following parties:
    1. analytics providers such as Google based outside the EU;

#### **How is your information used?**

We collect your personal data or information to operate our business effectively and provide you with the best information on our products and services.

We may use your information:

- To carry out our obligations arising from any contract or contract negotiations entered into by you or us as client or prospective client of Knowledge Skills & Attitude Limited
- To process an enquiry that you have made to us
- To contact you to discuss business opportunities or products and services that we believe may be of interest to you
- To send you communications that you have requested, for example from the 'contact us' section of the website or for additional information after having attended a training programme or coaching session
- To invite you to events run by Knowledge Skills & Attitudes Limited

We believe that all these purposes are justified on the basis of our legitimate interests in running and promoting our business, and our legal obligations as appropriate. We may also use your personal data to send you information, such as an email news update which you may have signed up to receive and can opt-out from at any time.

<b>Purpose/Activity</b>	<b>Type of data</b>	<b>Lawful basis for processing including basis of legitimate interest</b>
To register you as a new customer	(a) Identity (b) Contact	Performance of a contract with you
To process and deliver your order including: (a) Manage payments, fees and charges (b) Collect and recover money owed to us	(a) Identity (b) Contact (c) Financial (d) Transaction (e) Marketing and Communications	(a) Performance of a contract with you  (b) Necessary for our legitimate interests (to recover debts due to us)
To manage our relationship with you which will include: (a) Notifying you about changes to our terms or privacy policy (b) Asking you to leave a review or take a survey	(a) Identity (b) Contact (c) Profile (d) Marketing and Communications	(a) Performance of a contract with you (b) Necessary to comply with a legal obligation  (c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services)
To enable you to partake in a prize draw, competition or complete a survey	(a) Identity (b) Contact	(a) Performance of a contract with you

	(c) Profile (d) Usage  (e) Marketing and Communications	(b) Necessary for our legitimate interests (to study how customers use our products/services, to develop them and grow our business)
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(a) Identity (b) Contact  (c) Technical	(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise)  (b) Necessary to comply with a legal obligation
To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications  (f) Technical	Necessary for our legitimate interests (to study how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy)
To use data analytics to improve our website, products/services, marketing, customer relationships and experiences	(a) Technical  (b) Usage	Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)
To make suggestions and recommendations to you about goods or services that may be of interest to you	(a) Identity (b) Contact (c) Technical (d) Usage  (e) Profile	Necessary for our legitimate interests (to develop our products/services and grow our business)

### **How long will you use my personal data for? (Data Retention)**

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal

data and whether we can achieve those purposes through other means, and the applicable legal requirements.

Details of retention periods for different aspects of your personal data are available in our retention policy which you can request from us by contacting us.

By law we have to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for six years after they cease being customers for tax purposes.

In some circumstances you can ask us to delete your data: see Request erasure below for further information.

In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

### **Who has access to your information?**

We do not sell or rent your personal data or information to any third party or share your information with third parties for their marketing purposes.

We will disclose your data or information if required by law, for example by a court order or for the prevention of fraud or other crime.

We may pass your information on to our third-party service providers, professional advisors, agents or subcontractors for the purposes of completing a task or providing services to you on our behalf. Additionally, to HM Revenue & Customs, regulators and other authorities acting as processors based in the United Kingdom who require reporting of processing activities in certain circumstances.

We disclose only the personal information necessary to deliver that service and have a contract in place that requires them to keep your information secure and not to use it for their own marketing purposes. When you are giving your personal data or information to the relevant third party this will be made very clear. They may then be acting as the data processor of your information for this purpose and therefore we advise you to read their Privacy Policy which will be clearly displayed at the point of data collection.

### Third party service providers who act as data processor on our behalf

Google Analytics	Web Analytics	IP Address	<a href="#">LINK</a> to Privacy Policy
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### **Transfers outside of the European Economic Area**

Your personal data or information in the European Economic Area (EEA) is protected by data protection laws, but other countries do not necessarily protect your personal information in the same way. The EEA covers all countries in the EU plus Norway, Liechtenstein and

Iceland. Some of the third party providers we use to help us manage our business and services may involve data transferring to the United States or other countries outside of the EEA.

We use the following third party online tools which may involve your data being processed outside of the EEA:

Google Analytics	Web Analytics	IP Address	<a href="#">LINK</a> to Privacy Policy
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### **Your choices & rights**

You have a choice about whether you receive marketing communications about the innovative products and services available from Knowledge Skills and Attitudes Limited. We will not contact you for direct marketing purposes by post, email, phone or text message if you indicate to us that you wish to opt out of receiving such communications.

As an individual whose personal data is processed by Knowledge Skills & Attitude Limited, you have these rights

- The right to be informed, which is what this privacy policy is for
- The right to access the data we hold about you
- The right to object to direct marketing – either use the unsubscribe option or contact us directly
- The right to object to processing carried out on the basis of legitimate interests
- The right to erasure (in some circumstances)
- The right to data portability
- The right to have your data rectified if it is inaccurate
- The right to have your data restricted or blocked from processing

### **How you can update your information**

The accuracy of your information is important to us. You can change your marketing preferences, unsubscribe or opt-out from receiving communications from us by contacting us at any time.

If you change your email address or if you want to update any of the information we hold on you, please email us [hello@knowledgeskillsattitude.co.uk](mailto:hello@knowledgeskillsattitude.co.uk) or by post at 294 Bolton Rd West, Ramsbottom, Bury, BL09QF. Alternatively, you can telephone us on 01706 823059.

### **How you can access your personal information**

You have the right to ask for a copy of the personal information Knowledge Skills & Attitude holds relating to you. To do this please contact [hello@knowledgeskillsattitude.co.uk](mailto:hello@knowledgeskillsattitude.co.uk) or by post at 294 Bolton Rd West, Ramsbottom, Bury, BL09QF. Alternatively, you can telephone us on 01706 823059.

You also have the right to lodge a complaint about our processing of your personal data with the UK's Information Commissioner's Office <https://ico.org.uk/>.

### **Keeping your data secure**

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

### **Contacting us via social media**

We do not currently use Social Media as a communication platform.

### **Contacting us via email**

We use standard Microsoft Office Outlook and you should be aware that any emails we send or receive may not be protected in transit.

We will also monitor any emails sent to us, including file attachments, for viruses or malicious software. Please be aware that you have a responsibility to ensure that any email you send is within the bounds of the law.

### **Links to other websites**

Our website may contain links to other websites run by other organisations. This privacy policy applies only to our website, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other sites even if you access them using links from our website.

In addition, if you linked to our website from a third-party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third-party site and recommend that you check the policy of that third-party site.

## **COOKIE POLICY**

### **Use of cookies by this website**

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the site about aspects of your visit. You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of the website may become inaccessible or not function properly.

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

To opt-out of being tracked by Google Analytics across all websites visit  
<http://tools.google.com/dlpage/gaoptout>