



KEELEY SMITH
VIRTUAL BUSINESS SUPPORT

Privacy Notice For Clients And Client-Related Information

We are committed to respecting your privacy. If you are a client, this notice is to explain how we may use personal information we collect before, during and after your relationship with us. If you are not a client, this notice explains how we process your personal data in relation to our work for clients.

This notice applies to current and past clients of Keeley Smith | Virtual Business Support who are living individuals, to persons who work for our clients and to individuals who may be in dispute with one of our clients.

References to we, our or us in this notice are to Keeley Smith Virtual Services Limited, a private limited company incorporated in England (registered number 15286527 and registered address Enterprise House, 7 Coventry Road, Coleshill, Warwickshire, B46 3BB) trading under the "Keeley Smith | Virtual Business Support" brand. For the purposes of this notice the controller is Keeley Smith Virtual Services Limited.

1. Personal Information

When clients interact with us we may be provided with or we may obtain personal information about living individuals (subjects). The subjects may be you (if you have engaged us as an individual client), your employees, the living individuals that you may wish to contract with, you wish us to advise in relation to or persons that you may have a dispute with. The information we may obtain includes:

- personal contact details such as name, title, addresses, telephone numbers, and personal email addresses;
- details of a contract or transaction involving the subject;
- details of the advice that you require regarding the subject;
- date of birth;
- gender;
- marital status and dependants;
- credit history;
- next of kin, details of family members and emergency contacts;
- national insurance number and other tax or governmental identifiers;
- bank accounts and tax status;
- employment details and records (including job titles, work history, working hours, training records and professional memberships);

- images in photographic or video form; and
- shareholdings of the subject.

You may also provide us with or we may collect, store and use the following “special categories” of more sensitive personal information regarding subjects:

- information about the subject's race or ethnicity, religious beliefs, sexual orientation, trade union memberships and political opinions;
- information about the subject's health, including any medical condition, health and sickness records; and
- information about the subject's criminal convictions and offences.

We obtain the information regarding subjects from clients, as part of our work for clients and as a result of our investigations in pursuit of client's instructions to us. We may instruct third parties (such as enquiry agents) to obtain personal information regarding subjects. Notwithstanding that you have provided information regarding subjects to us or in furtherance of your instructions, we may process such information as controller and have a duty to inform subjects of our processing of personal information except where an obligation of professional secrecy applies.

If you are providing information regarding subjects to us, it is your responsibility to ensure that you have the right to provide the information to us.

We do not generally collect, store and use the following “special categories” of more sensitive personal information regarding subjects:

- information about your race or ethnicity, religious beliefs, sexual orientation and political opinions;
- information about your trade union memberships;
- information about health, including any medical condition, health and sickness records, medical records and health professional information; and
- biometric information about subjects, for example fingerprints, retina scans.

Also we do not generally collect, store and use any criminal records history relating to subjects.

2. Uses made of the information

We are committed to protecting privacy and will only use personal information regarding subjects in accordance with applicable data protection legislation, including the UK General Data Protection Regulation and the UK implementing legislation. Most commonly, we will use your personal information in the following circumstances:

- where we need to perform the contract we have entered into with you;
- where we need to comply with a legal obligation; and
- where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.

We may also use your personal information in the following situations, which are likely to be rare:

- where we need to protect your interests (or someone else's interests); and where it is needed in the public interest.

We need all the categories of information in the list in paragraph 1 above primarily to allow us to perform our contract with you and to enable us to comply with legal obligations. In some cases we may use your personal information to pursue legitimate interests of our own or those of third parties, provided your interests and fundamental rights do not override those interests. These legitimate interests are to manage our relationship with you, determine our respective rights and obligations and to properly conduct our business. There are more limited circumstances where we process personal data pursuant to your consent.

The situations in which we will process your personal information are listed below.

Purpose	Personal Information used	Lawful Basis
Identity checks	All the personal information we collect	We have a legitimate interest in knowing the identity of subjects and to keep records regarding our checks and for the purposes of legal proceedings (this does not apply to criminal conviction data)
Performing client instructions	All the personal information we collect	We do this to perform our contract with clients
Undertaking client management, including contracts, billing and billing management	All the personal information we collect	We have a legitimate interest to properly manage our business
Management of payments on our client's behalf	All the personal information we collect	We do this to perform our contract with clients
Ensuring the security of our systems and information as well as client information	All the personal information we collect	We have a legitimate interest to manage the security of our systems
Your usage of our systems to prevent and detect criminal or improper acts	All the personal information we collect	We have a legitimate interest to ensure that criminal acts are not committed using our systems
Sale or takeover of our business	All the personal information we collect	We have a legitimate interest in relation to corporate transactions relating to us
Business continuity		We have a legitimate interest in making back-ups and providing for business continuity in the event of an occurrence which affects our ability to trade

Some of the above grounds for processing will overlap and there may be several grounds which justify our use of your personal information.

If you fail to provide certain information when requested, we may not be able to perform the contract we have entered into with you, or we may be prevented from complying with our legal obligations.

We will only use subject's personal information for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If we need to use subject's personal information for an unrelated purpose, we will (if required by law) notify the subject and explain the legal basis which allows us to do so.

Please note that we may process subject personal information without the subject's knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

"Special categories" of particularly sensitive personal information require differing levels of protection. We need to have further justification for collecting, storing and using this type of personal information. We may process special categories of personal information in the following circumstances:

- in limited circumstances, with explicit written consent;
- where we need to carry out our legal obligations; and
- where it is needed in the public interest.

Less commonly, we may process this type of information where it is needed in relation to legal claims or where it is needed to protect the subject's interests (or someone else's interests) and the subject is not capable of giving consent, or where the subject has already made the information public.

We will use the subject's personal information in the following special categories in the following ways:

- we will use information relating to the subject's health insofar as it relevant to your instructions to us;
- we will use information about criminal convictions to comply with law and in order to comply with your instructions to us;
- we will use information about the subject's trade union membership to comply with your instructions to us; and
- we will use information about subject's race or national or ethnic origin, religious, philosophical or moral beliefs, sexual life or sexual orientation to comply with your instructions to us.

Where you have given us your consent to use your personal information in a particular manner, you have the right to withdraw this consent at any time, which you may do by contacting us as described in paragraph 8. Please note however that the withdrawal of your consent will not affect any use of the data made before you withdrew your consent and we may still be entitled to hold and process the relevant personal information to the extent that we are entitled to do so on bases other than your consent.

You will not be subject to decisions that will have a significant impact on you based solely on automated decision-making, unless we have a lawful basis for doing so and we have notified you.

3. Disclosure of your personal information

We may share personal information where it is necessary to administer the working relationship with clients or we have a legitimate interest in so doing. We may also disclose your personal information to third parties if we are under a duty to disclose or share your personal information in order to comply with any legal obligation, or in order to enforce or apply such other terms as apply to our relationship, or to protect rights, property, or safety of our other employees, workers and contractors our customers, ourselves or others. with you or where we have a legitimate interest in doing so. This includes exchanging information with other companies and organisations for the purposes of providing references and fraud protection.

"Third parties" includes third-party service providers (including contractors and designated agents).

The third parties we share your personal information with where it is necessary to administer the working relationship with you include (where you are a contractor) the client of ours for whom you are ultimately providing services to.

All our third-party service providers and other entities in the group are required to take appropriate security measures to protect your personal information in line with our policies. We do not allow our third-party service providers to use your personal data for their own purposes. We only permit them to process your personal data for specified purposes and in accordance with our instructions.

We may share your personal information with other third parties, for example in the context of the possible sale or restructuring of the business. We may also need to share your personal information with a regulator or to otherwise comply with the law.

In certain cases the disclosure of your personal information to a third party as described in this paragraph 3 may involve your personal information being transferred outside of the United Kingdom. This may be to:

- a country in the European Economic Area or that is otherwise considered to have data protection rules that are equivalent to those in the United Kingdom; or
- a country which is not considered to have the same standards of protection for personal data as those in the United Kingdom, in which case we will take all steps required by law to ensure sufficient protections are in place to safeguard your personal information, including where appropriate putting in place contractual terms approved by the relevant regulatory authorities.

For more information about the circumstances in which your personal information may be disclosed to third parties and the safeguards we put in place to protect your personal information when we do so, please contact us as described in paragraph 8.

4. Data security

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

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

You should take all reasonable steps to keep your personal information held on our IT systems secure, including choosing a secure password for your accounts and not disclosing your passwords to anybody else. You should use a unique password for every account.

5. Your rights and retention, updating and removal of your personal information

The duration for which we retain your personal information will differ depending on the type of information and the reason why we collected it from you. However, in some cases personal information may be retained on a long term basis. Generally, where there is no legal requirement we retain all physical and electronic records for a period of 6 years.

It is important to ensure that the personal information we hold about you is accurate and up-to-date, and you should let us know if anything changes, for example if you move home or change your phone number or email address. You can contact us using the details in paragraph 8 or via your usual contact.

Under certain circumstances, by law you have the right to:

- request access to your personal information (commonly known as a “data subject access request”). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it;
- request correction of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected;
- request the erasure of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to stop processing personal information where we are relying on a legitimate interest and there is something about your particular situation which makes you want to object to processing on this ground;
- request the restriction of processing of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it; and
- request the transfer of your personal information to another party.

If you want to review, verify, correct or request erasure of your personal information, object to the processing of your personal data, or request that we transfer a copy of your personal information to another party, please use the contact details in paragraph 8.

You will not have to pay a fee to access your personal information (or to exercise any of the other rights). However, we may charge a reasonable fee if your request for access is clearly unfounded or excessive. Alternatively, we may refuse to comply with the request in such circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access the information (or to exercise any of your other rights). This is another appropriate security measure to ensure that personal information is not disclosed to any person who has no right to receive it.

6. Enquires, issues and complaints

In the unlikely event that you have any concerns about how we use your personal information, please contact us as described in paragraph 8.

If you make a complaint about our handling of your personal information, it will be dealt with in accordance with our complaints handling procedure.

If we are unable to resolve your complaint, you may make a complaint to the Information Commissioner's Office. Please see <https://ico.org.uk/your-data-matters> for more information.

7. Changes to this privacy notice

We reserve the right to alter this privacy notice at any time. Such alterations will be posted on our intranet. You can also obtain an up-to-date copy of our privacy notice by contacting us as described in paragraph 8. Should you object to any alteration, please contact us.

8. Contacting us

If you need to contact us about this notice or any matters relating to the personal information we hold on you, you can do so at info@keeleysmithva.com.

9. Further information

We hope that the contents of this privacy notice address any queries that you may have about the personal information we may hold about you and what we may do with it. However, if you do have any further queries, comments or requests, please contact us as described in paragraph 8 above.

Whilst this privacy notice sets out a general summary of your legal rights in respect of personal information, this is a very complex area of law. More information about your legal rights can be found on the Information Commissioner's website at <https://ico.org.uk/your-data-matters>.