

At Appetite for Business our privacy notice explains how we collect, use and keep personal data obtained from our customers, suppliers and website users.

Your personal data is collected for 2 reasons:

- 1 – To deliver the products and services you've requested from us.
- 2 – To meet our legal responsibilities.

Your Data & how we use it

The personal data that you provide to us for example, your name, company, email etc through submitting an enquiry, a form, email or by telephone. We use this to provide you with information relating to our products and services, email or contact you with regards to your services.

Our responsibilities

As a professional services organisation, we have to legally keep our customers data. We usually keep this data for up to six years after we stop working with you.

Your rights

You have a lot of rights when it comes to your data, and you can request what data we hold about you at any time, and you can request we delete it at any time as well (although we can't delete it if you're still a customer, as we won't be able to provide your services). Just reach out to us at hello@bamboomcloud.com.

IN DETAIL:

1. Appetite for Business Ltd, we'll refer to ourselves as "the business", "we" or "us" for the rest of this policy) take the protection of your privacy seriously.

We'll only use your personal data for two reasons:

- to deliver the products and services you've requested from us, and
- to meet our legal responsibilities.

2. We collect personal data about you when:

- You request a proposal or information from us to provide you with a service
- You, your employer, or customers engage us to provide our services. Data will be collected during the period we're delivering those services
- You get in touch with us. That could be by email, phone, post, social media or through our website
- We consult third parties and/or review data which is available to the public. For example, we may ask for data from your employer or find it on Companies House.

3. The information we hold:

- Personal details such as your name or address
- Details of the communication we've had with you relating to the delivery or proposed delivery of a service

- Details of any services you've received from us
- Our correspondence and communications with you
- Information about any complaints you make and any questions you ask us
- Information from research, surveys, and marketing activities
- Information we receive from other sources (for example, publicly available information, information provided by your employer or our clients, credit reference agencies etc).

4. How we use your Personal Data

In order to process your data, we are obliged to identify at least one of what's called our "lawful basis for processing".

We may process your personal data:

- To help us perform the things we said we'd deliver (or you instructed us to deliver) for you in a contract (called "contractual")
- To help us perform the things we said we'd deliver for our clients in a contract. This might apply where we're processing your personal data because you're an employee, subcontractor, supplier, or customer of a client of ours (called "contractual" and/or "legal obligation")
- For the purposes of our own interests (providing these interests don't override any of your own interests, rights and freedoms which require the protection of your personal data of course!). Examples of these interests might include marketing, business development, statistical and management purposes (this would be "legitimate interest")
- For certain additional purposes if you provide your consent. Please bear in mind: where we ask for your consent to using your data, you have the right to withdraw this consent at any time (called "consent")

We might use your personal data for more than one of these purposes at the same time.

We might use your personal data to:

- get in touch with you by post, email or telephone
- verify your identity where we need to
- understand what you need and how we can achieve this for you
- maintain our records in accordance with legal and regulatory obligations
- process financial transactions
- provide you with information on our services, events and activities that we think you'll be interested in
- ask you your thoughts and opinions on the services we provide
- let you know about any changes to our services
- prevent and detect crime, fraud and corruption.

5. How long do we keep your personal data?

When assessing how long we keep your personal data, we think about:

- the requirements of our business and the services we provide
- any statutory or legal obligations that require us to keep it
- the reason why we originally collected the data

- the lawful grounds on which we have been processing the data
- the types of personal data we've collected
- the amount and categories of data
- whether the purpose of the processing could reasonably be fulfilled in other ways.

Your data will be kept for six years. Legislation, regulations and our professional indemnity insurers ask us to retain your data after we've stopped working with you.

There are some scenarios where the time we're obliged to keep data for is longer than this, such as insolvency in a company.

6. Where there's a change of purpose

If we need to use your data for another purpose other than the reason we collected it, we'll only do this if the new purpose is compatible with the original one.

If we think it's necessary to use your personal data for a new purpose, we'll let you know and tell you about the legal side of things before we start any new processing of your data.

7. Who has access to your personal data?

We have and never will:

- sell or rent your information to third parties.
- share your information with third parties for marketing purposes.

Rest assured, any of the team who work At Appetite for Business who have access s to your information understand that they have a duty of confidentiality. This falls under industry-related ethical standards, which we're all required to follow and agreements are signed when anyone joins us.

8. "Third Party Service Providers" working on our behalf:

In some cases, we use other people or businesses (we call them "third party service providers") to provide professional advice, for cloud-based information storage facilities and in some cases processing that we've been asked to deliver for you, but don't have in-house capacity.

"Digital Marketing Service Providers"

We periodically appoint digital marketing agents to conduct marketing activity on our behalf, such activity may result in the compliant processing of personal information. Our appointed data processors include:

(i)Prospect Global Ltd (trading as Sopro) Reg. UK Co. 09648733. You can contact Sopro and view their privacy policy here: <http://sopro.io>. Sopro are registered with the ICO Reg: ZA346877 their Data Protection Officer can be emailed at: dpo@sopro.io."

But please be assured, whenever we use third party service providers, we have contracts in place requiring them to keep your information secure and not use it for their own purposes; and we take great pains to only disclose the personal information necessary to deliver the service.

We'll not release your information to other third parties unless:

- you've requested that we do so; or
- we're required to do so by law. (For example, by a court order or for the purposes of prevention and detection of crime, fraud or corruption.)

9. Our security measures in place to prevent the loss, misuse, or alteration of your personal data:

We've put security measures in place to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way. We also limit access to your personal data to those employees and other third-party service providers who have a business need to know. They'll only process your personal data on our instructions, and they too are subject to a duty of confidentiality.

We've put procedures in place to deal with any suspected data security breaches. In the event of an actual or suspected breach of your data, we'll notify you and any applicable regulator where we're legally required to do so.

Data is processed from our office in the UK.

10. Your duty to inform us of changes in your personal data:

It's important that the personal data we hold about you is accurate and up to date. Please let us know of any relevant changes (for example, change of address or bank account) by getting in touch with us by using the details listed below.

11. Your rights in connection with personal data

Legally you are entitled to:

- Ask for a copy of the personal data we hold about you. Assuming your request is reasonable, we will provide a copy of all the personal data we hold about you and you can check that we're processing it lawfully
- Ask us to correct the personal data that we hold about you
- Ask us to delete your personal data.
- Object to us processing your personal data. This applies where we're relying on a "legitimate interest" of ours or a third party, and you wish to object to us processing your data.
- Ask for the restriction of the processing of your personal data. This means you can ask us to suspend the processing of personal data about you
- Ask for the transfer of your personal data to you or another data controller if the processing is based on consent, carried out by automated means and this is technically possible
- Withdraw consent for processing – we've got a special section on this below.
- If you wish to exercise any of these rights, please get in touch with us. Our contact details are below.
- You won't have to pay a fee to exercise any of these rights, however;
- We may charge a reasonable fee if your request for access is clearly unfounded or excessive; and

- We might even decline to comply with the request in such circumstances. It's also possible that we may not be able to comply with the request for compliance reasons however, we try to help wherever, we possibly can.

As a final note, if you choose to exercise any of these rights, without exception we will ask you to confirm your identity, which means we might need to request specific information from you. This is to make sure your personal information isn't disclosed to anyone who has no right to receive it.

12. Your right to withdraw consent

You have the right to withdraw your consent for us to collect, process and transfer your data at any time. This applies to specific circumstances too, where you might've provided your consent. To withdraw your consent, please get in touch using the contact details below.

Once we've received notification that you've withdrawn your consent, we'll no longer process your personal data for the purpose or purposes you originally agreed to unless we have another lawful basis for doing so.

13. Changes to this privacy notice

We keep this privacy notice under regular review and will place any updates on our website at www.appetiteforbusiness.com. You can get paper copies of this privacy notice by sending an email to hello@appetiteforbusiness.com.

This policy is subject to regular review and change at any time and its most current version will be published on your website. This privacy notice was last updated on 10th January 2023.

14. Contacting Appetite for Business

For any questions regarding this policy please email us at hello@appetiteforbusiness.com

You also have the right, at any time, to make a complaint to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues.

Their contact details have been provided below to assist you.

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Telephone: (0303) 123 1113 (local rate) or (01625) 545 745

Website: <https://ico.org.uk/concerns>