

Privacy Policy (Updated for GDPR)

General Data Protection Regulation (GDPR) Data Clarity Ltd Overview

Introduction

On the 25th May 2018 the new EU General Data Protection Regulation (GDPR) comes into force (including in the UK regardless of its decision to leave the EU) and will impact every organisation which holds or processes personal data. It will introduce new responsibilities, including the need to demonstrate compliance, more stringent enforcement and substantially increased penalties than the current Data Protection Act (DPA) which it will supersede.

The key changes to be aware of from a GDPR perspective in relation to call and recording data that passes through

- Privacy by design
- The right to be forgotten
- The ability to track where data originated
- The ability to track whether a customer has provided consent for storage of that data – assumed consent is no longer acceptable
- The ability to store data for no longer than required

Data Clarity Ltd is committed to high standards of information security, privacy and transparency. We place a high priority on protecting and managing data in accordance with accepted standards. The company will comply with applicable GDPR regulations when they take effect in 2018, including as a data processor, while also working closely with our customers and partners to meet contractual obligations for our procedures, products and services. Our team of experienced business specialists will also help to support customers in meeting their obligations through the provision of expert services and value-adding solutions.

The company has two main areas of focus in preparing for GDPR overseen by an internal cross-functional team:

1. Product programmes to support compliance for users of our software applications including solutions to streamline the process and drive greater efficiency
2. Provision of services and solutions which help customers to understand and prepare for GDPR, develop compliance plans and build a stronger platform for the future by taking control of their data

It is important to recognise that compliance is a shared responsibility and all organisations will need to adapt business processes and data management practices. This policy only applies to our site. If you leave our site via a link or otherwise, you will be subject to the policy of that website provider. We have no control over that policy or the terms of the website and you should check their policy before continuing to access the site.

Compliance

Data Clarity Ltd ensures compliance will implement additional or augmented company-wide controls to meet GDPR requirements.

Data Clarity Ltd.'s Data Protection Officer will inform, advise and monitor compliance. The company will implement tools as appropriate that support the process, provide necessary security and ongoing delivery of objectives

In many areas the hosted services provided by Data Clarity Ltd already conform. As data processor, the company is undertaking risk assessments to include more detailed consideration of

the data types we hold, and a data protection impact analysis of personal information stored and processed

Information we may collect from you

We may collect and process the following data about you:

Information that you provide by filling in forms on any of our sites www.dataclarity.uk.com (our site) and www.clarity365.co.uk. This includes information provided at the time of registering to use our site, subscribing to our service or requesting further services. We may also ask you for information when you report a problem with our site.

If you contact us, we may keep a record of that correspondence.

We may also ask you to complete surveys that we use for research purposes, although you do not have to respond to them.

Details of your visits to our site including, but not limited to, traffic data, location data, weblogs, operating system, browser usage and other communication data, whether this is required for our own billing purposes or otherwise and the resources that you access.

Data Clarity Ltd software solutions

Data Clarity Ltd.'s broad range of software solutions are used to provide efficient and high-quality services. As such the company is committed to providing technology solutions to support customers' GDPR obligations, whether through standard features or added value solutions or toolkits.

IP addresses and cookies

We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration and to report aggregate information to our advertisers. This is statistical data about our users' browsing actions and patterns and does not identify any individual and we will not collect personal information in this way.

We may obtain information about your general internet usage by using a cookie file which is stored on the hard drive of your computer. Cookies contain information that is transferred to your computer's hard drive. They help us to improve our site and to deliver a better and more personalised service. They enable us:

- To estimate our audience size and usage pattern.
- To store information about your preferences, and so allow us to customise our site according to your individual interests.
- To speed up your searches.
- To recognise you when you return to our site.

You may refuse to accept cookies by activating the setting on your browser which allows you to refuse the setting of cookies. However, if you select this setting you may be unable to access certain parts of our site. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you log on to our site.

Uses made of the information

We use information held about you in the following ways:

- To ensure that content from our site is presented in the most effective manner for you and for your computer.
- To provide you with information, products or services that you request from us or which we feel may interest you, where you have consented to be contacted for such purposes.

- To carry out our obligations arising from any contracts entered into between you and us.
- To allow you to participate in interactive features of our service when you choose to do so.
- To notify you about changes to our service.

We may also use your data, or permit selected third parties to use your data, to provide you with information about goods and services which may be of interest to you and we or they may contact you about these by post, email or telephone.

If you do not want us to use your data in this way, or to pass your details on to third parties for marketing purposes, please tick the relevant box situated on the form on which we collect your[SP1] [SP2] data.

Disclosure of your information

We may disclose your personal information to third parties:

In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.

If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

Helping customers adapt to change

The volume of data handled by organisations is growing and is captured, processed and stored on an increasing number of devices and networks. Requirements such as data protection impact assessments, active mitigation of risks and evidence of risk management measures will require organisations to develop a more disciplined approach to customer data, especially those with personal data spread across many locations and/or systems with varying levels of personal data quality and ownership.

Data Clarity Ltd.'s team of experienced personnel can support customers in their journey to compliance and beyond, supported by our dedicated digital division. Data Clarity Ltd brings deep expertise in information and data management as part of a complete capability to deliver a new generation of digital services from concept to implementation. Services offered include:

- Software tools, to help measure and track GDPR compliance across an organisation
- Technology platforms to drive improved customer interaction and consent management while ensuring better compliance as part of broader digital transformation.

Your rights

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us at Data Clarity LTD of 9 Pride Point Drive, Pride Park, Derby. DE24 8BX or email info@dataclarity.uk.com[SP3]

Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

Access to information

The Act gives you the right to access information held about you free of charge. However, requests for copies, or requests are unfounded or excessive maybe charged a reasonable fee for administration.

Changes to our Privacy Policy

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. However, we advise that you check this page regularly to keep up to date with any necessary changes.

Contact

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to Data Clarity Ltd of 9 Pride Point Drive, Pride Park, Derby DE24 8BX or emailed to info@dataclarity.uk.com