

## PRIVACY NOTICE

### Introduction & Our Details

Aspiration Group Holdings is a *limited company incorporated in England & Wales*. For data protection purposes we are the 'data controller' of the personal data that you give us.

Our address is: Suite T Diss Business Park Hopper Way Diss Norfolk IP22 4GT

Our contact details are: 01379 658959 – sales@aspirationgh.co.uk

### Our Commitment to You

We are committed to protecting your privacy and to complying with the data protection laws in the UK. In consequence, we collect the minimum amount of information about you that is commensurate with providing you with a satisfactory service.

### What is the purpose and legal basis for us to collect and process your personal data?

The main purpose is to identify our customers to enable us to deliver to you the goods or services that you buy from us and to provide you with any follow-up that is required. We also have to retain records of all our transactions for tax and accounting reasons.

In addition, so long as you freely give us your consent, we will send you by *post/email/text*, newsletters and information concerning our products and activities including special offers and details of new products.

### What personal data will be collected and processed?

Depending on the type of transaction you enter into, this may include your name, address, telephone number, and email address, together with data about your use of the website. This will be retained and used (processed) for the purposes referred to above.

## Who will receive your personal data?

We will receive your personal data on our website which is kept on a secure server in the UK *where all personal data is encrypted*.

If you give consent to receive communications from us, we may use a marketing automation and email marketing services to communicate with you. You can read their privacy policy directly on their website. You will be free to unsubscribe from those messages at any time.

We do not give anyone else access to personal data unless we are required to by law or the access is for our own team performing their services for our website, all of whom are subject to confidentiality obligations. If we wish to process your personal data for purposes other than those specified in this notice, we will notify you with relevant information and, if necessary, seek your consent.

We may from time to time provide information of a general nature to third parties - for example, the number of individuals visiting our website, buying particular products or completing an enquiry form, but this information will be anonymized so that those individuals cannot be identified (*except in the case of testimonials on our website where the individual has given consent*).

## How long will we keep your personal data?

We need to keep customer details for at least 6 full tax years under the UK tax laws. After that, until you ask us in writing to delete your personal data, we will keep it to enable us to contact you as mentioned earlier in this notice.

## What are your rights?

You have the right to:

- ask us in writing for details of the personal data that we hold on you
- require us to rectify any errors
- have your personal data deleted if there is no reason for its continued storage and processing
- lodge a complaint about the data controller with the ICO (Information Commissioner's Office).

Further details about your rights under data protection legislation can be found on the ICO's website at <https://ico.org.uk>.

## **Cookies**

This website uses cookies to improve your experience while you navigate through the website. Out of these cookies, the cookies that are categorized as necessary are stored on your browser as they are essential for the working of basic functionalities of the website. We also use third-party cookies that help us analyse and understand how you use this website. These cookies will be stored in your browser only with your consent.

Necessary cookies are absolutely essential for the website to function properly. This category only includes cookies that ensures basic functionalities and security features of the website. These cookies do not store any personal information. We will assume you have given this consent if you continue to browse the website.

Other cookies that may not be particularly necessary for the website to function are used specifically to collect user personal data via analytics, ads and other embedded contents are termed as non-necessary cookies. It is mandatory to procure user consent prior to running these cookies on the website.

You have the option to prevent your computer from accepting cookies via your browser settings. However opting out of some of these cookies may have an effect on your browsing experience and certain functionality on the website may be impaired or prevented entirely.

## **Changes to this Privacy Notice**

Any changes to this Notice will be placed here and will supersede this version. We will take reasonable steps to draw your attention to any changes in our policy. However, to be on the safe side, we suggest that you read this document each time you use the website to ensure that it still meets with your approval.

## **How to Contact Us**

If you have any questions about our Privacy Policy, or if you want to know what information we have collected about you, please email us at [sales@aspirationgh.co.uk](mailto:sales@aspirationgh.co.uk).