

Alate Privacy Policy Notice

We take your privacy seriously. We won't sell your data, bombard you with junk mail or generally behave irresponsibly or inconsiderately. We want to work with you, after all! Now here's the legalise.

The policy:

This privacy policy notice is served by Alate Business Growth under the website www.alatebusinessgrowth.com. The purpose of this policy is to explain to you how we control, process, handle and protect your personal information through your engagement with our business and while you browse or use this website. If you do not agree to the following policy you may wish to cease viewing / using this website and/or refrain from submitting your personal data to us.

We collect, use and are responsible for certain personal data about you. When we do so we are subject to the UK General Data Protection Regulation (UK GDPR).

Please read this privacy policy carefully as it contains important information on who we are and how and why we collect, store, use and share any information relating to you (your personal data) in connection with your use of our website. It also explains your rights in relation to your personal data and how to contact us or a relevant regulator in the event you have a complaint.

Policy key definitions:

- "I", "our", "us", or "we" refer to the business, Alate Business Growth Ltd
- "you", "the user" refer to the person(s) using this website.
- GDPR means General Data Protection Act.
- PECR means Privacy & Electronic Communications Regulation.
- ICO means Information Commissioner's Office.
- Cookies mean small files stored on a user's computer or device.

Key principles of GDPR:

Our privacy policy embodies the following key principles; (a) Lawfulness, fairness and transparency, (b) Purpose limitation, (c) Data minimisation, (d) Accuracy, (e) Storage limitation, (f) Integrity and confidence, (g) Accountability.

Processing of your personal data

Under the GDPR (General Data Protection Regulation) we control and / or process any personal information about you electronically using the following lawful bases.

We are registered with the ICO under the Data Protection Register.

Given the nature of our business, we do not expect to collect the personal data of anyone under [13] years old. If you are aware that any personal data of anyone under [13] years old has been shared with our website or our wider business please let us know so that we can delete that data.

Lawful basis: Consent

Where our purpose for processing is: Provide you with information to help you improve your business, skills or knowledge, keep in touch with us and/or help you assess whether you'd like to work with us

Which is necessary because: You want to receive information and communication to help you with the above purposes.

We process your information in the following ways: Store it in our secure CRM and use it solely to provide you with relevant information and communicate with you in line with the above stated purpose. Store emails, documents and personal notes in electronic format within our company systems (eg Microsoft 365 environment). Following contracted services, we will invite you to join our alumni. Your data will be used to deliver alumni services that help you to improve your business, skills or knowledge.

Data retention period: We will continue to process your information under this basis until you withdraw consent or it is determined your consent no longer exists. The latter is determined by one or more of the following: we determine your contact details are no longer current or there has been no communication for a period of 2 years (given the length of our engagements we consider this a relatively short period) and we receive either no response or a request to remove your details when we check with you.

Sharing your information: We do not share your information with third parties unless you ask us to

Data we may collect: Name, contact information including email and telephone, company, role, location, information you share with us, LinkedIn profile link, information about the services/information we provide or have provided to you, contact history including emails, responses to surveys or questionnaires.

Lawful basis: Contract

Where our purpose for processing is: To quote, enter into, manage and deliver contracted services and to provide ongoing support post-contract.

Which is necessary because: We cannot deliver our services without being in contact with you and sharing mutually beneficial data. We need to comply with our legal and contractual obligations.

We process your information in the following ways: Maintain your data securely in our relevant cloud platforms including CRM, Microsoft 365 and training delivery platforms (including Squadify, PRISM and Recur Global where these suppliers form part of the services within your contract) and use it to deliver our services. Data provided to third parties is limited to data necessary to deliver a contracted service, usually name, email address, company name, job function/title and country.

Data retention period: We will continue to process your information under this basis until you withdraw consent or it is determined your consent no longer exists. The latter is determined if there has been no communication for a period of 3 years (given the length of our engagements we consider this a relatively short period) and we receive either no response or a request to remove your details when we check with you. Some of your contract and course attendance/performance data may be held longer when this forms part of wider data that is retained for other Contract or Consent purposes with your employer, for instance course attendance, feedback, performance, training course notes.

Sharing your information: We do not share your information with third parties, except those necessary to deliver contracted services, unless you ask us to.

Data we may collect: Name, contact information including email and telephone, company, role, location, length of service, experience, information you share with us including personal objectives, experiences and company data, LinkedIn profile link, information about the services/information we provide or have provided to you, course attendance and performance, PRISM and Squadify data where these form part of your contract, your professional interests, contact history including emails and conversation/training notes, responses to surveys or questionnaires.

Lawful basis: Legitimate interests

Where our purpose for processing is: To fulfil our business objective of being a leading authority on sales growth and leadership development by providing relevant sales improvement content; maintaining correct functioning of our website; developing non-personally identifiable data analytics relating to the performance of our services; to invite consent to participate in surveys.

Which is necessary: To fulfil our business aims

We process your information in the following ways: Securely maintaining information that enables us to deliver the above.

Data retention period: We will continue to process your information under this basis until you withdraw consent or it is determined your consent no longer exists. The latter is determined by one or more of the following: we determine your contact details are no longer current or there has been no communication for a period of 2 years (given the length of our engagements we consider this a relatively short period) and we receive either no response or a request to remove your details when we check with you.

Sharing your information: We do not share your information with third parties.

Data we may collect: Name, contact information including email and telephone, company, role, location, information you share with us, LinkedIn profile link, information about the services/information we provide or have provided to you, contact history including emails, responses to surveys or questionnaires.

Notes on your data

How your personal data is collected. We collect personal data from you:

- Directly, when you enter or send us information, such as when you use contact forms or engage in a direct communication or contract with our business. Programme stakeholders will provide individual contact details and relevant information for participants on our programmes. It is your responsibility as a client, or potential client, to ensure you have the relevant permission to provide this information.
- Indirectly, such as your browsing activity while on our website; we may collect information indirectly using 'Cookies' and other tracking technologies'.

Sometimes you can choose if you want to give us your personal data and let us use it. Where that is the case we will tell you and give you the choice before you give the personal data to us. We will also tell you whether declining to share that personal data will have any effect on the service requested.

If, as determined by us, the lawful basis upon which we process your personal information changes, we will notify you about the change and any new lawful basis to be used if required. We shall stop processing your personal information if the lawful basis used is no longer relevant or if you ask us to.

Your individual rights

Under the GDPR your rights are as follows. You can read more about your rights online.

- the right to be informed;
- the right of access;
- the right to rectification;
- the right to erasure;
- the right to restrict processing;

- the right to data portability;
- the right to object;
- the right not to be subject to automated decision-making including profiling;
- the right to withdraw consent

You also have the right to complain to the ICO [www.ico.org.uk] if you feel there is a problem with the way we are handling your data.

We handle subject access requests in accordance with the GDPR.

Internet cookies

We use cookies on this website to provide you with a better user experience. We do this by placing a small text file on your device / computer hard drive to track how you use the website, to record or log whether you have seen particular messages that we display, to keep you logged into the website where applicable, to display relevant content, referred you to a third party website.

Some cookies are required to enjoy and use the full functionality of this website.

We use cookies ensure the functionality and the performance of our website. We do not use personally identifiable cookie content for marketing purposes.

Data security and protection

We ensure the security of any personal information we hold by using secure data storage technologies and procedures in how we store, access and manage that information. Our methods meet the GDPR compliance requirement.

We have appropriate security measures to prevent personal data from being accidentally lost, or used or accessed unlawfully. We limit access to your personal data to those who have a genuine need to access it.

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

Email marketing messages & subscription

Under the GDPR we use the consent lawful basis for anyone requesting our sales guides, subscribing to our newsletter, podcast, marketing mailing list or alumni service. We only collect certain data about you, as detailed in the "Processing of your personal data" above.

Email marketing messages that we send may contain tracking beacons / tracked clickable links or similar server technologies in order to track subscriber activity within email marketing messages. Where used, such marketing messages may record a range of data such as; times, dates, I.P addresses, opens, clicks, forwards, geographic and demographic data. Such data, within its limitations will show the activity each subscriber made for that email campaign.

Any email marketing messages we send are in accordance with the GDPR and the PECR. We provide you with an easy method to withdraw your consent (opt-out / unsubscribe) or manage your preferences / the information we hold about you at any time.

We will always treat your personal data with the utmost respect and never sell or share it with other organisations for marketing purposes.

Ultimately, our business is based on reputation and the value we bring to you. We use common sense and our values to treat you and your data with care and respect.

Well done in you're still reading! If you have any questions please contact us via email or our website contact form <https://www.alatebusinessgrowth.com/contact.html>