

## **PRIVACY STATEMENT**

Bill McCartney is a social media consultancy and training business and will hold your information.

### **How we use your information**

We need personal information from you in order to assist in developing your business strategy and/or training. This includes what you tell us about yourself and what we learn from you if we meet with you. This privacy statement explains how we do this and tells you about your privacy rights and how the law protects you.

### **Our Privacy Promise**

We promise:

To keep any data safe and private

Never to sell your data

Not to share your data with any 3<sup>rd</sup> party unless with agreement from you

### **Data Protection**

We are committed to protecting your personal data in accordance with the Data Protection Act 1998 (DPA) and the General Data Protection Regulations (GDPR).

### **How the Law Protects You**

As well as the Privacy Promise, the data protection law protects your data:

The Data Protection law says we can use personal information only if we have a genuine reason to do so –

To fulfill a contract we have with you or

It is our legal duty or

When you consent to do so

### **Why we need personal data**

To advise you on how to grow your business

To develop a business strategy

To identify training suitable for your business

To assist us, to assist you, by providing a trustworthy, confidential service that meets your needs in whatever way best suited to your business

### **Who we share your personal information with**

We may share your information with:

Any party involved in the funding/ownership of any of our training courses

Accredited individuals who we may use to provide our training services and existing staff

To comply with any statutory/legal requirements

## **Personal Information**

Name, address, contact details (including emails), information relevant to your business and needed to formulate a business strategy or training.

Includes name, address, contact details, financial information relating to your business needs (required for completion of a business strategy)

### **Marketing**

We may, from time to time, use your personal data to inform you of opportunities and workshops which may be of interest to you and your business. We will only contact you if we have your agreement to do so.

### **How long do we keep information?**

We will keep your personal information for as long as necessary for the purpose it is collected for or to satisfy any legal or accounting requirements.

### **How to get a copy of your personal information**

In accordance with GDPR, you have a right to access any personal data that we hold concerning you. You can request your personal information by emailing us: [Info@billmccartney.co.uk](mailto:Info@billmccartney.co.uk) or telephone 07598311180

You have a right to ask that your data be rectified where it is inaccurate, incomplete or not up to date or to your satisfaction.

In certain circumstances you have the right to ask for the erasure of your personal data, to restrict the processing of your data, and to portability of your data.