
DATA SUBJECT ACCESS REQUEST - PRIVACY NOTICE

BACKGROUND:

Dynamic Business Information Ltd understands that your privacy is important to you and that you care about how your personal data is used. This privacy notice describes our obligations and your rights as Data Subjects under the law.

1. Information About Us

Dynamic Business Information Ltd

We are a private limited company registered in England under company number 03000636.

Dynamic Business Information Ltd
Britannia House,
1 – 11 Glenthorne Road,
Hammersmith,
London, W6 0LH

VAT number: 674 9644 81.

Data Protection Officer: **George Harris** - CDPO.

Email address: george@dataprivacyservices.co.uk

Telephone number: 07528 695383.

Postal Address: Data Privacy Services, Westdene, Murray Road, Ottershaw, Surrey, KT16 0HS.

We are regulated by Information Commissioners Office (ICO).

2. What Does This Notice Cover?

This privacy notice explains how we use your personal data: how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data.

3. What is Personal Data?

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the “GDPR”) as ‘any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier’.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

An overview of how we may process your personal data is set out in Part 5, below.

4. What Are My Rights?

Under the GDPR, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our or collection and use of your personal data. This Privacy Notice should tell you everything you need to know, but you can

always contact us to find out more or to ask any questions using the details in Part 11.

- b) The right to access the personal data we hold about you. Part 10 will tell you how to do this.
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in Part 11 to find out more.
- d) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we have. Please contact us using the details in Part 11 to find out more.
- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to us using your personal data for a particular purpose or purposes.
- g) The right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask us for a copy of that personal data to re-use with another service or business in many cases.
- h) Rights relating to automated decision-making and profiling. We do not use your personal data in this way.

For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in Part 11.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office.

5. **What Personal Data Do We Process?**

We may collect some or all of the following personal data (this may vary according to your relationship with us):

- Employee data (required under contract necessity for the facilitation of contracts of employment with our employees);
- Customers personal data (required under contract necessity and used when procuring services or products that we provide);
- Prospects personal data (processed under legitimate interest as a result of direct enquiries, marketing events or campaigns);
- Payment information (for the processing of payment for our products or services – based upon contract necessity);
- Supplier personal details (required under contract necessity or legitimate interest and used for processing supplier-based provision of products and services);
- Personal data in relation to the reports that we generate on behalf of our clients (based upon both contract necessity and legitimate interest);
- General contact information (for facilitating client, supplier and general communication enquiries);

6. How Do We Use Your Personal Data?

Under the GDPR, we must always have a lawful basis for using personal data. This may be because the data is necessary for our performance of a contract with you, because you have consented to our use of your personal data, or because it is in our legitimate business interests to use it. Your personal data will be used for one or more of the following purposes:

- Ensuring that we meet our obligations as an employer.
- Providing and managing a customer account on our systems.
- Processing information through our organisations web site.
- Supplying our services to you. Personal details are required in order for us to:
 - Enter into a contract with you for the supply of our products and services.
 - Enable us to be receive payment for the services we provide.
 - Enable us to pay you for any products or services that you may provide to us
- Processing your personal data when requested to do so by our customers.
- Communicating with you. This may include responding to emails or calls from you.

With your permission and/or where permitted by law, we may also use your personal data for marketing purposes, which may include contacting you by email **AND/OR** telephone **AND/OR** text message **AND/OR** post with information, news, and offers on our services. You will not be sent any unlawful marketing or spam. We will always work to fully protect your rights and comply with our obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out.

7. How Can I Access My Personal Data?

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a “**subject access request**”.

All subject access requests should be made in writing and sent to the email or postal addresses shown in Part 8. To make this as easy as possible for you, a [Subject Access Request Form](#) is available for you to use. You do not have to use this form, but it is the easiest way to tell us everything we need to know to respond to your request as quickly as possible.

Note – you will be asked to provide a formal proof of identity to ensure that you are legitimately requesting access to information. Failure to provide this proof will result in a refusal to process the request beyond that point.

There is not normally any charge for a subject access request. If your request is ‘manifestly unfounded or excessive’ (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

We will respond to your subject access request within **one month** of receiving it. Normally, we aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from the date

we receive your request. You will be kept fully informed of our progress.

8. **How Do I Contact You?**

To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the following details (for the attention of **George Harris**).

Email address: george@dataprivacyservices.co.uk

Telephone number: 07528 695383.

Postal Address: Data Privacy Services, Westdene, Murray Road, Ottershaw, Surrey, KT16 0HS.

9. **Changes to this Privacy Notice**

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

Any changes will be made available via our web site <https://www.dybusinfo.com/>