

# ULIV Privacy Policy

## **Our contact details**

Name: ULIV

Address: 1A Salisbury Road, Leicester, LE1 7QR

Phone Number: +44 116 304 5848

E-mail: [hello@uliv.uk](mailto:hello@uliv.uk)

## **The type of personal information we collect**

We currently collect and process the following information:

- Identity Data such as title, first name and last name,
- Contact Data includes email address and telephone numbers,
- Technical Data includes internet protocol (IP) address, your login data, browser type and versions, operating system and platform and other technology on the devices you use to access this website,
- Usage Data includes information about how you use our website, products, and services,
- Marketing and Communications Data includes your preferences in receiving marketing from us.

## **How we get the personal information and why we have it**

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- Direct interactions – You may give us your identity, contact and financial data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes Personal Data you provide when you:
  - o fill out our enquiry form
  - o contact us

Please note: when you perform either of the above actions, you will be automatically added to our marketing database. If you do not wish to receive any marketing communications from ULIV, please let us know: [hello@uliv.uk](mailto:hello@uliv.uk)

We also receive personal information indirectly, from the following sources in the following scenarios:

- Automated technologies or interactions – As you interact with our website or receive our marketing emails, we may automatically collect technical data about your equipment, browsing actions and patterns. We collect this information by using cookies and other similar technologies.
- Third parties or publicly available sources – We may receive Personal Data about you from various third parties and public sources as set out below:
  - o Technical data from the following parties:
    - analytics providers, such as Google based outside the EU,
    - search information providers, such as Google based outside the EU.

We will only use your data in circumstances where the data protection legislation allows us to. Most commonly, we will use your Personal Data in the following circumstances:

- a) Where we need to comply with a legal obligation, or
- b) Where we have received your information and specific consent to do so.

### **Legal Obligation**

As an organisation we have various regulations and legal obligations we must comply with, e.g.;

- Notifying you of changes to our terms and this privacy policy,

- To administer and protect our business, and this website (including troubleshooting, data analysis, testing, system reporting and hosting of data).

### **Legitimate Interest**

Where we, or a third-party, have a legitimate interest, ensuring that those interests are balanced against your data and privacy rights and freedoms.

This includes:

- To provide you with information about:
  - latest offers and developments.
- Using data analytics to;
  - to keep our websites updated and relevant,
  - monitor customer relationships and experience,
  - understand engagement with our marketing communications and events.
- Delivering a personalised approach to our website functionality and content,
- Using photographs on social channels and within marketing materials.

We will only use your data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason, and that reason is compatible with the original purpose. If we need to use your data for an unrelated purpose, we will notify you in advance, explaining what we intend to do and providing you an opportunity to object.

### **Opting out**

All marketing communications will contain an unsubscribe option however you may change any of your consent preferences at any time by contacting us on +44 116 304 5848, by email to [hello@uliv.uk](mailto:hello@uliv.uk)

We may share this information with:

- External suppliers who provide and/or help us operate our IT systems. We will only do this subject to strict contractual obligations and ensure the continued security of your information,
- Financial organisations for purposes such as payment processing, and refunds under the performance of or in readiness of a contract with you,

- To marketing providers carrying out marketing activities on our behalf.

When we share your Personal Data with any third party, we enter into a contract with them requiring strict adherence to our policies and ensuring your Personal Data is kept secure, is only used for clearly defined purposes, and are then deleted in accordance with our data retention requirements.

Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:

- Your consent. You are able to remove your consent at any time. You can do this by contacting +44 116 304 5848 or [hello@uliv.uk](mailto:hello@uliv.uk)

## **Data Security**

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

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

We keep your personal data for 7 years. We will then dispose of your information by removing your contact records in our wider systems and removal of any email subscriptions you hold with us.

## **Your data protection rights**

Under data protection law, you have rights including:

**Your right of access** - You have the right to ask us for copies of your personal information.

**Your right to rectification** - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

**Your right to erasure** - You have the right to ask us to erase your personal information in certain circumstances.

**Your right to restriction of processing** - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

**Your right to object to processing** - You have the the right to object to the processing of your personal information in certain circumstances.

**Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at [hello@uliv.uk](mailto:hello@uliv.uk) if you wish to make a request.

## **Use of Cookies**

This website uses cookies. By using this website and agreeing to this policy, you consent to ULIV's use of cookies in accordance with the terms of this policy.

There are two main kinds of cookies: session cookies and persistent cookies. Session cookies are deleted from your computer when you close your browser, whereas persistent cookies remain stored on your computer until deleted, or until they reach their expiry date.

ULIV uses Google Analytics to analyse the use of this website. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to our website is used to create reports about the use of the website. Google will store and use this information. Google's privacy policy is available at: <http://www.google.com/privacypolicy.html>

Most browsers allow you to refuse to accept cookies.

## **How to complain**

If you have any concerns about our use of your personal information, you can make a complaint to us at [hello@uliv.uk](mailto:hello@uliv.uk).

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>