

Kevin Murray Associates Ltd Privacy Policy

Our contact details

Name: Lynne Gibbons

Address: St George's Studios, 93 – 97 St George's Road, Glasgow, G3 6JA

E-mail: lynne@kevinmurrayassociates.com

The type of personal information we collect

We currently collect and process the following information:

- **Identity Data** includes first name, last name and title.
- **Location/Contact Data** includes postcode, address, delivery address, email address and telephone numbers.
- **Technical Data** includes internet protocol (IP) address, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website.

We also collect, use and share **Aggregated Data** such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity.

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:

- You have attended an event
- You have completed a feedback form
- You have contacted us to request information.

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

- Where a third party has passed details for us to make contact with regards to a project
- Technical Data from analytics providers such as Google or Microsoft based outside the EU.

We may share this information with clients, which will be stated on any forms through which you provide information.

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

(a) Your consent. You are able to remove your consent at any time. You can do this by contacting lynne@kevinmurrayassociates.com

(b) We have a contractual obligation.

(c) We have a legal obligation.

(d) We have a legitimate interest.

Purposes for which we will use your personal data

We have set out below, in a table format, a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please *contact us* if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To register you as a new client or supplier	(a) Identity (b) Contact	Performance of a contract with you
To process payments and deliver services to you / receive services from you, including:	(a) Identity (b) Contact (c) Financial (d) Transaction (e) Marketing and Communications	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to recover debts due to us)
To manage our relationship with you which will include:	(a) Identity (b) Contact (c) Profile (d) Marketing and Communications	(a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services)
To enable you to take part in a survey	(a) Identity (b) Contact (c) Usage (d) Marketing and Communications	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to study how customers use our products/services, to develop them and grow our business)
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(a) Identity (b) Contact (c) Technical	(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud) (b) Necessary to comply with a legal obligation
To use data analytics to improve our website, products/services, marketing, customer relationships and experiences	(a) Technical (b) Usage	Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)

To make suggestions and recommendations to you about services, events and publications that may be of interest to you	(a) Identity (b) Contact	Necessary for our legitimate interests (to develop our products/services and grow our business)
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How we store your personal information

Your information is securely stored.

We keep contact details, personal identifiers and images for 2 years within KMA's secure cloud storage (Microsoft SharePoint) and other hard drive locations. We will then dispose your information by deleting this from the SharePoint and other hard drive locations.

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 lynne@kevinmurrayassociates.com, or Kevin Murray Associates, 93 – 97 St George's Studios, Glasgow if you wish to make a request.

How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us

By email: lynne@kevinmurrayassociates.com

By post: St George's Studios, 93 – 97 St George's Road, Glasgow, G3 6JA

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>