

Privacy Policy

Serial Affinity Limited (“SA”)

Privacy Policy

Issue Date: 1 June 2018

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Applicable Law(s):

- The General Data Protection Regulation (GDPR): ([*Regulation \(EU\) 2016/79 of the European Parliament and of the Council of 27 April 2016*](#)).
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At **Serial Affinity** we regard your privacy as important.

We may collect information about you via our website(s):

Website(s)

- 1) www.serialaffinity.co.uk

The information we collect about you, if you agree to provide it, will allow us to contact you and send information to you about products and/or services where you have registered an interest.

- In providing us your information you thereby consent to us processing it for this purpose.
- We will not pass your information on to any third party without your express permission, except as defined herein for the provision of services that you have requested, other than authorities and the police in the event of any investigation.
- Email addresses and phone numbers are not shared with any other user of the website(s) unless you have explicitly chosen to do so.

By visiting our website(s) and completing any of the consent processes (i.e. subscribing to a service and/or providing your contact information), you accept and consent to the practices defined in this privacy policy.

For the purposes of the General Data Protection Regulation (GDPR);

- the data controller is **Serial Affinity Limited (“SA”)**.
 - **SA** uses third-party processors to deliver specific services (see Processors below).
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Information that we may collect from you

SA does not collect information about users of our website other than as stated in our [Cookie Policy](#).

How your information is used

SA does not process information about users of our website other than as stated in our [Cookie Policy](#).

Know your rights

Under the GDPR all individuals are the owners of their personal data and have the following rights;

GDPR: Individual Rights	Description
<i>Right to Erasure</i>	<i>Every individual has the right to be forgotten upon request. The data controller must remove your personal data from its systems and request the same of any third-party systems of that controller.</i>
<i>Right to Access</i>	<i>Every individual has the right to access their personal data held about them upon request.</i>
<i>Right to Portability</i>	<i>Every individual has the right to request their personal data and use it for other parties they wish to engage with.</i>
<i>Right to be Informed</i>	<i>Every individual has the right to be informed about how their personal data is being used, which may be provided upon request of the individual, or <u>before</u> the controller changes any use of that data, giving the individual the right to consent or object.</i>
<i>Right to Objection</i>	<i>Every individual has the right to object to the use of their personal data for any purpose proposed by a controller.</i>
<i>Right to Rectification</i>	<i>Every individual has the right to have errors in their personal data to be corrected.</i>
<i>Right to Restrict</i>	<i>Every individual has the right to restrict the uses of their personal data for any specific type of processing.</i>
<i>Rights on automated decisions & profiling</i>	<i>Every individual has the right to restrict or object to automated decision-making processes or profiling based on their personal data.</i>

- **Revoke your consent** - in accordance with the GDPR, to revoke consent for processing of your personal data send an email with the word "Revoke" in the subject field to info@serialaffinity.co.uk.
- **Data Subject Access Request (DSAR)** - in accordance with the GDPR,
 - you may request us to send you details about any personal data that we may hold about you, or

- you may request that we correct any errors, or
- you may request us to delete any/all personal data about you.
- **DSAR Fee** - In accordance with the GDPR, any DSAR is provided free of charge within 30 days, unless a particular DSAR is subject to other regulatory requirements as defined within the GDPR, in which case we will inform you as required by those specific regulations.

Do we pass your information on to third-parties?

SA does not pass personal data to third-parties.

Third-Party Processors

We use the following categories of third-parties to process data and deliver services for the purposes shown.

Processor Category	Purpose
Accountant	Accounting & payroll services
HR	Personnel management services

Links to other sites

Please be aware that the website(s) may link to other website(s) that may be accessed by you through our website(s). We are not responsible for their data policies, content or security of these linked website(s). We do not have any control over the use to which third parties may put your data where you choose to purchase products or services or otherwise to contact them via our website(s).

Transfer outside the EU/EEA

SA does not transfer data outside the EU/EEA.

Data Retention Policy

Personnel data is retained for a minimum of 6 years. We reserve the right to delete inactive personnel data older than 6 years.

Click the links here for further information about our [Cookie Policy](#), and our [Standard Terms & Conditions](#).

- E&OE: If you notice any errors (spelling, grammar or other) in this policy document please feel free to notify us via our contact details below.

For any questions relating to your Personal data, or to submit a DSAR, please contact our Data Protection Department:

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 133 Finnieston Street,
 Glasgow,

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info@serialaffinity.co.uk

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