



## Privacy Notice

Looking after your personal information and making sure you can exercise your rights is important to us. This document explains how we do this.

### What types of personal information we collect

In order to provide services to you, we need to collect certain personal information. We may also be required by law, or as a consequence of any contractual relationship we have, to collect personal information. If you do not provide this information to us, it may prevent or delay us fulfilling our obligations or performing our services.

When you use any of our services, apply for a product or have an agreement with us, we may use the following types of information about you:

- We may record and use electronic details about you, your computer, smartphone or other electronic device or your internet protocol address or physical/geographic location
- Information about how you interact with us, our services, website and products

We do not normally ask you for any special categories of personal data (or “sensitive data”), which includes revealing a person’s racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, data concerning health or sexual orientation.

If you voluntarily provide us with any special categories of personal data (for example, details about hearing or visual impairment), we may process this information as needed to assist you or carry out your requests. We will only process this information when we have your consent or we are otherwise allowed to by law.

### What we use your personal information for

When we use your personal information, the law says we have to be able to show that we have a lawful ground for doing so. Lawful grounds can include:

- when we have a legal obligation
- when it is necessary to carry out a contract with you or to take steps to enter into a contract with you
- when it is in our legitimate interest.

When we process personal information on the basis that it is in our legitimate interests to do so we will have undertaken an assessment to ensure our processing is transparent, proportionate and does not unfairly prejudice your interests.

## What we process your personal information for

- Your personal information will be accessible by other members of ANSA Training so that we can manage our relationship with you
- Manage and make payments, refunds, fees and charges

## The lawful basis

Necessary for contract

Our legitimate interests

Legal obligations

## Our legitimate interests are

To provide the services

Meeting our contractual and legal obligations in the most effective way we can

To ensure that we provide products that are affordable and suitable

We may use the information we have from you to help us analyse our business, understand our customers and develop our products.

## The lawful basis

Necessary for contract

Our legitimate interests

## Our legitimate interests are

To analyse our business to develop our products, services, website and advertising materials so that we can provide the best service to our customer

Manage the ways we talk to and contact people who use our services

Understand customer behaviours, including how people use our services

Develop and manage our training offer, including testing new products

Develop new ways to meet our customer needs

Develop strategies that allow us to operate our business in an effective and efficient way

To contact you with marketing in relation to the products offered by ANSA Training.

Where the law requires that we obtain consent for our marketing activities, we only carry on these activities with your consent.

You can ask us to stop sending you marketing communications at any time. See the section on “How to opt out of direct marketing”. If you ask us to stop marketing we will process your information in order to exclude you from marketing campaigns.

## The lawful basis

Our legitimate interests (*or consent, where certain marketing activities require us to obtain consent*)

## What our legitimate interests are

To enable us to market products and services.

To exclude customers from marketing campaigns where they have opted out or already have a product.

Where our services are supported by third party suppliers, to manage suppliers and to enable them to provide services to us and our customers, for example payment system providers under which your card is issued, organisations which back any of the products you hold, rewards providers, insurance providers, survey providers, advertising agencies, technology providers, payment clearing providers and fraud check service providers.

## The lawful basis

Necessary for contract and, in some circumstances, our legitimate interests

## What our legitimate interests are

To meet our contractual obligations in the most effective way we can so that we can provide the services to you.

We use payment system providers to process our payments and where necessary to provide the level of service offered by us and third-party suppliers.

To allow third parties to fulfil their contractual obligations.

Run our business in an effective way, including managing finance, business capability, planning, governance, communications and audit.

## The lawful basis

Necessary for contract

Our legitimate interests

Legal obligations

## What our legitimate interests are

Meeting our contractual and legal obligations in the most effective way we can.

## How we process your personal information when you use our websites and on-line card services

### What we process your personal information for

- We may use the information gathered when you visit our website or on-line card services to improve the content and identify service improvements and make them more useful
- To analyse customer behaviour, including interactions with our website and on-line booking and payment system

## The lawful basis

- Our legitimate interests (*or consent, where certain marketing activities require us to obtain consent*)

## What our legitimate interests are

To analyse our business to develop our products, services, website and advertising materials so that we can provide the best services to our customers

To track and evaluate how customers use our websites to help us to identify service improvements

To advertise our products to you when you visit other websites

If you would like to learn more about these practices, view the privacy notices of these third-party companies, or to opt out of their use of personal information, please visit the websites of the following third parties advertising service providers:

<https://www.google.com/policies/privacy/>

<https://www.facebook.com/ads/preferences/>

<https://www.worldpay.com/uk/terms2017>

<https://www.bookwhen.com>

## The lawful basis

Our legitimate interests

## What our legitimate interests are

To analyse our business and the use of our website in order to develop our products, services, marketing strategy, website and advertising materials so that we can make our advertising campaigns more effective.

## Where we collect personal information from

We collect personal information directly from you through applications, enquiries, emails, letters, during phone calls and conversations, when enquiring about or booking our services.

## Information we collect when you use our services:

Information we gather from your use of, and interaction with, our website, booking and payment systems

## Information we obtain from third parties

We do receive any information through other organisations.

## Recipients of personal information

We do not share any information with other organisations or individuals.

To anyone to whom we enter negotiations to sell, transfer or merge part or all the business assets, or any associated rights or interests, or to acquire a business or enter into a merger with it. If so your personal data may be disclosed to a potential buyer, transferee, or merger partner or seller and their advisers so long as they agree to keep it confidential and to use it only to consider the possible transaction. If the transaction goes ahead, the buyers, transferee or merger partner may use or disclose your personal information in the same way as set out in this notice.

Please note that recipients of your personal information may also use it for their own purposes where they have lawful ground for doing so, e.g. payment provider systems. Please check the terms of their privacy policies to see how they will use the information.

## How long we will keep your personal information

The length of time we hold your information will depend on how long our relationship lasts. We will retain your information whilst you have a relationship with us or you have a contract with us. We will retain the information for up to seven years after your relationship ends to allow us to respond to any questions or complaints, to maintain evidence that we have treated you fairly and to maintain effective record management.

We may also keep the information longer than seven years where necessary for legal or regulatory requirements, where the information is required in connection with any on-going or outstanding claims or legal action. If we are unable to delete the information for technical records, we will take appropriate measures to protect the information from further processing or use and will only process for these purposes.

Where information is held by third party, e.g. booking and payment systems, we will retain information for four months, please visit the websites above for their retention periods.

## How can you get a copy of your personal information?

You have the right of access to your personal information. You can exercise this right by contacting us at [trainingansa@gmail.com](mailto:trainingansa@gmail.com)

## Letting us know if your personal information is incorrect

If you believe that any information held by us about you is incorrect or incomplete, you have the right to challenge it. If you do this, we will take reasonable steps to check the information. If the information does turn out to be incorrect or incomplete, we will update our records accordingly. If you want to let us know about information you think is incorrect or incomplete, please contact us on [trainingansa@gmail.com](mailto:trainingansa@gmail.com)

## What if you want us to stop processing your personal information?

The right to erasure, also known as “the right to be forgotten” and the right to object to processing, means you can request that we delete, remove or stop using your information, when there is no compelling reason for its continued processing.

You can ask us to restrict the use of personal information if:

- It is inaccurate
- It has been used unlawfully and you do not want us to delete it
- It is no longer relevant and you want us to keep it for the purposes of legal claims

- You have objected as described above and are waiting for us to decide whether we are entitled to carry on using the information

## Data portability

You have the right to receive personal data about you that you have provided to us where the processing is based on consent or is necessary for contract and where the processing we carry out is by automated means. If you choose to exercise this right we will send you the data. You can request that we send you the data directly to another data controller, contact us at [trainingansa@gmail.com](mailto:trainingansa@gmail.com)

## How you can withdraw your consent

Where you have given your consent for any processing we do, you can withdraw that consent at any time by contacting us at [trainingansa@gmail.com](mailto:trainingansa@gmail.com)

## How you opt out of direct marketing

You have the right to opt out of direct marketing. If you are an existing customer, you can update your marketing preferences by contacting [trainingansa@gmail.com](mailto:trainingansa@gmail.com)

## Complaints

If you are unhappy with how we have used your personal information, please let us know by contacting us at [trainingansa@gmail.com](mailto:trainingansa@gmail.com)

## How you contact us

If you have any questions, or require more information about how we use your personal information please contact us at [trainingansa@gmail.com](mailto:trainingansa@gmail.com)

