



PRIVACY NOTICE

BACKGROUND:

Database for Business Ltd understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of all of our clients and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

1. Information About Us

Database for Business Ltd.

A limited company registered in England under company number 03639825.

Registered address: The Comms Centre, Darnell Way, Moulton Park,
Northampton NN3 6RW.

VAT number: 715 1948 32.

Data Protection Officer: Jess Ansell.

Email address: jess@dbfb.co.uk.

Telephone number: 01604 673320.

Postal address: As Above.

2. What Does This Notice Cover?

This Privacy Information 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 UK GDPR and the Data Protection Act 2018 (collectively, "the Data Protection Legislation") 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.

The personal data that we use is set out in Part 5, below.

4. What Are My Rights?

Under the Data Protection Legislation, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our 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 hold. 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 withdraw consent. This means that, if we are relying on your consent as the legal basis for using your personal data, you are free to withdraw that consent at any time.
- h) 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.
- i) 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.

It is important that your personal data is kept accurate and up-to-date. If any of the personal data we hold about you changes, please keep us informed as long as we have that data.

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. We would welcome the opportunity to resolve your concerns ourselves, however, so please contact us first, using the details in Part 11.

5. What Personal Data Do You Collect and How?

We may collect and hold some or all of the personal and non-personal data set out in the table below, using the methods also set out in the table. We do not collect any 'special category' or 'sensitive' personal data, personal data relating to children or data relating to criminal convictions and/or offences.

Data Collected	How We Collect the Data
Identity Information including: Name Title Gender Photographs	Networking events (business cards) Direct contacting (Business to Business only) From organisations contracting our products and service (Business purposes only) Direct enquiries through website
Contact information including: Email Address Telephone/mobile number	Networking events (business cards) Direct contacting (Business to Business only) From organisations contracting our products and service (Business purposes only) Direct enquiries through website
Business information including: Business Name Job Title Job Description	Networking events (business cards) Direct contacting (Business to Business only) From organisations contracting our products and service (Business purposes only) Direct enquiries through website
Payment information: Credit card details Bank Account Number Invoicing/Billing Address.	From organisations contracting our products and service (Business purposes only)
Data from third parties including: Contact Information Job Title Work Experience	Service Providers contracting our products and services

6. How Do You Use My Personal Data?

Under the Data Protection Legislation, we must always have a lawful basis for using personal data. The following table describes how we may use your personal data, and our lawful bases for doing so:

What We Do	What Data We Use	Our Lawful Basis
Administering our business.	Identifying Information Contact Information Business Information Payment Information	Performance of Contract.
Supplying our services to you.	Identifying Information Contact Information Business Information	Performance of Contract Legal Obligation & Compliance.

	Payment Information	
Managing payments for our services	Credit card details Bank Account Number Invoicing/Billing Address..	Performance of Contract.
Communicating with you.	Identifying Information Contact Information Business Information	Legitimate Interest: Updates on new services to improve the performance of services and develop accounts
Supplying you with information by email and/or post that you have opted-in-to (you may opt-out at any time by emailing info@dbfb.co.uk or directly to the contact named in section 11	Identifying Information Contact Information Business Information	Performance of Contract Legitimate Interest: Updates on new services to improve the performance of services & providing information relevant to business sector

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, telephone 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 Data Protection Legislation and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out. We will always obtain your express opt-in consent before sharing your personal data with third parties for marketing purposes and you will be able to opt-out at any time.

We will only use your personal data for the purpose(s) for which it was originally collected unless we reasonably believe that another purpose is compatible with that or those original purpose(s) and need to use your personal data for that purpose. If we do use your personal data in this way and you wish us to explain how the new purpose is compatible with the original, please contact us using the details in Part 11.

If we need to use your personal data for a purpose that is unrelated to, or incompatible with, the purpose(s) for which it was originally collected, we will inform you and explain the legal basis which allows us to do so.

In some circumstances, where permitted or required by law, [we] OR [I] may process your personal data without your knowledge or consent. This will only be done within the bounds of the Data Protection Legislation and your legal rights.

7. How Long Will You Keep My Personal Data?

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Your personal data will therefore be kept for the following periods (or, where there is no fixed period,

the following factors will be used to determine how long it is kept):

Type of Data	How Long We Keep It
Identity Information including Name Gender Photograph (only with expressed consent before use)	For the length of the contract of services plus 1 year
Contact information including Address Telephone/Mobile Number Email	For the length of the contract of services plus 1 year
Business information including Business Name Job Title Work Experience	For the length of the contract of services plus 1 year
Payment information including Card Details Bank Details Invoicing/Billing Address	For the length required by Government regulations (usually 6 years from last company financial year)

8. How and Where Do You Store or Transfer My Personal Data?

We will mainly store your personal data in the UK. This means that it will be fully protected under the Data Protection Legislation.

Exceptions:

Our electronic documentation automation platform, who are a sub-processor, store some data in their US-based AWS data centres. This platform is fully compliant with all UK Data Protection laws and uses Standard Contractual Clauses (SCCs) for the lawful (and compliant) transfer of data from the UK to US sub-processors.

Our marketing CRM software platform, who are a sub-processor, provides regional hosting of data and our selected hosting location is the European Union and uses SCC as approved by the European Commission.

The security of your personal data is essential to us, and to protect your data, we take a number of important measures, including the following:

- limiting access to your personal data to those employees, agents, contractors, and other third parties with a legitimate need to know and ensuring that they are subject to duties of confidentiality;
- procedures for dealing with data breaches (the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, your personal data) including notifying you and/or the Information Commissioner's Office where we are legally required to do so

9. Do You Share My Personal Data?

In some limited circumstances, we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

We may share your personal data with other companies in our group for business development and improved service offerings. This includes subsidiaries, our holding company and its subsidiaries.

We may sometimes contract with the following third parties to supply services.

Recipient	Activity Carried Out	Sector	Location
Network Providers.	Mobile phone activations and management (Vodafone, O2, EE etc)	Mobile Communications.	UK.
Technology Service Providers	Supporting & Managing Business' technology estate (Microsoft, Gamma, Techdata)	IT	UK
Network Cabling (FTTP/FTTC) Providers	Installing communications solutions to contracting business (infb)	IT/Telecoms	UK
Online Direct Messaging and Instant Feedback Providers	Conducting private or direct message via social media/website/email (Customer Thermometer & Live Chat Inc)	Digital Marketing & Support	UK
Document Automation and Electronic Signature software provider	Sending of proposals to new and existing customers and sending of contracts for good &/or services for customer's signature of acceptance	Marketing, Connectivity, IT & Telecoms	UK

Marketing CRM Platform	Generation of leads and marketing campaign management	Marketing	YK
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If any of your personal data is shared with a third party, as described above, we will take steps to ensure that your personal data is handled safely, securely, and in accordance with your rights, our obligations, and the third party's obligations under the law, as described above in Part 8.

In some limited circumstances, we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

10. 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 11.

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 28 days and, in any case, not more than 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.

11. 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 Jess Ansell):

Email address: jess@dbfb.co.uk.

Telephone number: 01604 673320.

Postal Address: The Comms Centre, Darnell Way, Moulton Park,
Northampton NN3 6RW.

12. 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 on our website. This Privacy Notice was last updated on 8th February 2023.