

Website Privacy Notice and Cookie Policy for GVS Advisory Ltd

<https://gvsadvisory.co.uk>



We are **GVS Advisory Ltd**, a limited company registered in England & Wales with company number **13949455**, whose registered address is at **3 Fieldway, Lytham St Annes, FY8 3BL**

In this privacy notice we will refer to ourselves as '**we**', '**us**' or '**our**'. You can contact us in any of the following ways:

- by phoning us on **07895355482**
- by e-mailing us at gvsadvisoryltd@gmail.com
- by writing to us at **3 Fieldway, Lytham St. Annes, FY8 3BL**

We take the privacy, including the security, of personal information we hold about you seriously. This privacy notice is designed to inform you about how we collect personal information about you & how we use that personal information.

You should read this privacy notice carefully so that you know & can understand why & how we use the personal information we collect & hold about you and how we comply with the **UK Data Protection Act 2018** (the UK's implementation of the General Data Protection Regulation or GDPR).

We do not have a Data Protection Officer, but if you have any questions about this privacy notice or issues arising from it then you should contact **David Macgregor** who is responsible for matters relating to data protection at our organisation, including any matters in this privacy notice. Contact details are listed above. We may update this privacy notice from time to time. This version was last updated in **November 2022**

1. Key Definitions

1.1 The key terms that we use throughout this privacy notice are defined below, for ease:

Data Controller: under UK data protection law, this is the organisation or person responsible for deciding how personal information is collected & stored & how it is used.

Data Processor: a Data Controller may appoint another organisation or person to carry out certain tasks in relation to the personal information on behalf of, & on the written instructions of, the Data Controller.

Personal Information: in this privacy notice we refer to your personal data as 'personal information'. 'Personal information' means any information from which a living individual can be identified. It does not apply to information which has been anonymised.

Special Information – certain very sensitive personal information requires extra protection under data protection law. Sensitive data includes information relating to health, racial & ethnic origin, political opinions, religious & similar beliefs, trade union membership, sex life & sexual orientation & also includes genetic information & biometric information.

2. Details of personal information which we collect & hold about you

2.1 Set out below are the general categories/details of retention periods in relation to those categories & in each case the types of personal information which we collect, use & hold about you:

General Category	Types of Personal Data in that category	Retention Periods
Identity Information	This is information relating to your identity such as your name (including any previous names and any titles which you use), gender, marital status and date of birth	366 days
Contact Information	This is information relating to your contact details such as e-mail address, addresses, telephone numbers	366 days
Account Information	This is information relating to your account with us (including username and password)	366 days
Payment Information	This is information relating to the methods by which you provide payment to us such as bank account details, credit or debit card details and details of any payments (including amounts and dates) which are made between us.	366 days
Transaction Information	This is information relating to transactions between us such as details of the goods, services and/or digital content provided to you and any returns details.	366 days
Survey Information	This is information which we have collected from you or which you have provided to us in respect of surveys and feedback.	366 days
Marketing Information	This is information relating to your marketing and communications preferences.	366 days
Website, Device and Technical Information	This is information about your use of our website and technical data which we collect (including your IP address, the type of browser you are using and the version, the operating system you are using, details about the time zone and location settings on the device and other information we receive about your device)	See Cookie Policy for more details

2.2 The types of personal data we collect about you may differ from person to person, depending on who you are & the relationship between us.

3. Details of special information which we collect & hold about you

3.1 We do not collect or hold any special information about you.

4. Details of reasons for using personal information

4.1 We are only able to use your personal information for certain legal reasons set out in data protection law. There are legal reasons under data protection law other than those listed below, but in most cases we will use your personal information for the following legal reasons:

- (a) **Contract Reason:** this is in order to perform our obligations to you under a contract we have entered into with you;

- (b) **Legitimate Interests Reason:** this is where the use of your personal information is necessary for our (or a third party's) legitimate interests, so long as that legitimate interest does not override your fundamental rights, freedoms or interests.
- (c) **Legal Obligation Reason:** this is where we have to use your personal information in order to perform a legal obligation by which we are bound; &
- (d) **Consent Reason:** this is where you have given us your consent to use your personal information for a specific reason or specific reasons.

4.2 So that we are able to respond to your query we will need your personal information. If you do not provide us with the required personal information, we may be prevented from responding.

4.3 Where we rely on consent for a specific purpose as the legal reason for processing your personal information, you have the right under data protection law to withdraw your consent at any time. If you do wish to withdraw your consent, please contact us using the details set out at the beginning of this notice. If we receive a request from you withdrawing your consent to a specific purpose, we will stop processing your personal information for that purpose, unless we have another legal reason for processing your personal information, in which case, we will confirm that reason to you.

4.4 Sometimes we may anonymise personal information so that you can no longer be identified from it & use this for our own purposes. In addition, sometimes we may use some of your personal information together with other people's personal information to give us statistical information for our own purposes. Because this is grouped together with other personal information & you are not identifiable from that combined data we are able to use this.

4.5 Under data protection laws we can only use your personal information for the purposes we have told you about, unless we consider that the new purpose is compatible with the purpose(s) which we told you about. If we want to use your personal information for a different purpose which we do not think is compatible with the purpose(s) which we told you about then we will contact you to explain this & what legal reason is in place to allow us to do this.

5. Details of how & why we use personal information

5.1 We have explained below the different purposes for which we use your personal information and, in each case, the legal reason(s) allowing us to use your personal information. Please also note the following:

- (a) if we use the Legitimate Interests Reason as the legal reason for which we can use your personal information, we have also explained what that legitimate interest is; &
- (b) for some of the purposes we may have listed more than one legal reason on which we can use your personal information, because the legal reason may be different in different circumstances. If you need confirmation of the specific legal reason that we are relying on to use your personal data for that purpose, please contact us using the contact details set out at the start of this privacy notice.

Purpose	Legal Reason(s) for using the personal information
To respond to queries submitted using the website query form, telephone or email	Legitimate Interests Reason: In order to provide goods, services, and/or digital content to clients and to grow our business
To enrol you as a customer	Contract Reason and Legitimate Interests Reason

Purpose	Legal Reason(s) for using the personal information
	In order to offer you other goods, services and/or digital content which helps us to develop our business
To process your order, which includes taking payment from you, advising you of any updates in relation to your order or any enforcement action against you to recover payment.	Contract Reason and Legitimate Interests Reason In order to recover money which you owe us
To manage our contract with you and to notify you of any changes	Contract Reason. Legal Obligation Reason.
To comply with audit and accounting matters	Contract Reason. Legal Obligation Reason.
For record keeping, including in relation to any guarantees or warranties provided as part of the sale of goods, services and/or digital content	Contract Reason. Legal Obligation Reason.
To improve the goods, services, and/or digital content which we supply	Legitimate Interests Reason In order to improve the services, and/or digital content for future customers and grow our business
To recommend and send communications to you about goods, services, and/or digital content that you may be interested in.	Legitimate Interests Reason In order to grow our business Consent Reason
To ensure the smooth running and correct operation of our website	Legitimate Interests Reason To ensure our website runs correctly – see Cookie Policy for more information
To understand how customers and visitors to our website use the website and interact with it via data analysis	Legitimate Interests Reason To improve and grow our business, including our website, and to understand our customer’s needs, desires and requirements - see Cookie Policy

6. Details of how we collect personal information & special information

- 6.1 We usually collect identity Information & contact Information directly from you when you fill out a digital form on our website, contact us by e-mail, telephone, in writing or otherwise.
- 6.2 We may also receive Website, Device & Technical Information automatically from technologies such as cookies which are installed on our website. To find out more about these please see our cookie policy which is available on our website

7. Details about who personal Information may be shared with

- 7.1 We do not sell or trade any of the personal information which you have provided to us.

8. Details about how long we will hold your personal information

- 8.1 We will only hold your personal data for as long as is necessary. How long is necessary will depend upon the purposes for which we collected the personal information (see section 2 above) & whether we are under any legal obligation to keep the personal information (such as in relation to accounting or auditing records or for tax reasons).

9. Your rights under data protection law

- 9.1 Under data protection laws you have certain rights in relation to your personal information:
- (a) **Right to request access:** (this is often called 'subject access'). This is the right to obtain from us a copy of the personal information which we hold about you. We must also provide you with certain other information in response to these requests to help you understand how your personal information is being used.
 - (b) **Right to correction:** this is the right to request that any incorrect personal data is corrected & that any incomplete personal data is completed.
 - (c) **Right to erasure:** (the "right to be forgotten"). This right only applies in certain circumstances. Where it does apply, you have the right to request us to erase all of your personal information.
 - (d) **Right to restrict processing:** this right only applies in certain circumstances. Where it does apply, you have the right to request us to restrict the processing of your personal information.
 - (e) **Right to data portability:** this right allows you to request us to transfer your personal information to someone else.
 - (f) **Right to object:** you have the right to object to us processing your personal information for direct marketing purposes. You also have the right to object to us processing personal information where our legal reason for doing so is the Legitimate Interests Reason (see section 4 above) & there is something about your particular situation which means that you want to object to us processing your personal information. In certain circumstances you have the right to object to processing where such processing consists of profiling (incfor direct marketing).
- 9.2 In addition to the rights set out in section 9.1, where we rely on consent as the legal reason for using your personal information, you have the right to withdraw your consent. Further details about this are set out in section 4.3.
- 9.3 If you want to exercise any of the above rights in relation to your personal information, please contact us using the details set out at the start of this notice. If you do make a request then please note:
- (a) we may need certain information from you so that we can verify your identity;
 - (b) we do not charge a fee for exercising your rights unless your request is unfounded/excessive;
 - (c) if your request is unfounded or excessive then we may refuse to deal with your request.

10. Marketing

- 10.1 We will not contact you for marketing purposes outside the scope of the response to your query
- 10.2 We do not pass your personal information on to any third parties for marketing purposes.

11. Third Party Websites

- 11.1 Our website may contain links to third party websites including social media. If you click & follow those links, then these will take you to the third-party website. Those third-party websites may collect personal information from you & you will need to check their privacy notices to understand how your personal information is collected & used by them.

12. Complaints

- 12.1 If you are unhappy about the way that we have handled or used your personal information, you have the right to complain to the UK supervisory authority for data protection, which is the Information Commissioner's Office (**ICO**). Please do contact us in the first instance if you wish to raise any queries or make a complaint in respect of our handling or use of your personal information, so that we have the opportunity to discuss this with you & to take steps to resolve the position. You can contact us using the details set out at the beginning of this privacy notice.

GVS Advisory Website Cookie Policy

What are cookies?

This Cookie Policy explains what cookies are & how we use them, the types of cookies we use i.e, the information we collect using cookies & how that information is used, & how to manage the cookie settings.

Cookies are small text files that are used to store small pieces of information. They are stored on your device when the website is loaded on your browser. These cookies help us make the website function properly, make it more secure, provide better user experience, & understand how the website performs & to analyze what works & where it needs improvement.

How do we use cookies?

As most of the online services, our website uses first-party & third-party cookies for several purposes. First-party cookies are mostly necessary for the website to function the right way, & they do not collect any of your personally identifiable data.

The third-party cookies used on our website are mainly for understanding how the website performs, how you interact with our website, keeping our services secure, providing advertisements that are relevant to you, & all in all providing you with a better & improved user experience & help speed up your future interactions with our website.

Types of Cookies we use

Category	id	domain	duration	notes
Necessary	<i>cookieyes-consent</i>	gvsadvisory.co.uk	1 year	CookieYes sets this cookie to remember users' consent preferences so that their preferences are respected on their subsequent visits to this site. It does not collect or store any personal information of the site visitors
	<i>elementor</i>	gvsadvisory.co.uk	never	This cookie is used by the website's Wordpress theme. It allows the website owner to implement or change the website's content in real time
Functional	no cookies			
Analytics	no cookies			
Performance	no cookies			
Adverts	no cookies			

Manage cookie preferences

You can change your cookie preferences any time by clicking the Cookie Setting button on our website This will let you revisit the cookie consent banner & change your preferences or withdraw your consent right away. In addition to this, different browsers provide different methods to block & delete cookies used by websites. You can change the settings of your browser to block/delete the cookies.

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