

## SalesFitness Group Privacy Policy

The SalesFitness Group Privacy Policy is underpinned by seven principles outlined in the relevant data protection legislation:

1. Lawfulness, fairness and transparency
2. Purpose limitation
3. Data minimisation
4. Accuracy
5. Storage limitation
6. Integrity and confidentiality (security)
7. Accountability

“Data Protection Legislation” refers to:

- Data Protection Act 2018
- Privacy and Electronic Communications (EC Directive) Regulations 2003
- The General Data Protection Regulation (GDPR) (EU) 2016/679

For enquiries, requests or comments, please contact us:

**In writing:** Data Protection  
SalesFitness Group  
3 Startforth Road  
Riverside Park  
Middlesbrough  
TS2 1PT

**By email:** [dataprotection@salesfitnessgroup.com](mailto:dataprotection@salesfitnessgroup.com)

**By phone:** 01642 939 601

### Data Collection

We collect data from various sources, including but not limited to:

- When you become a customer or register to use our services



- When you enquire about our services
- During ongoing communication as we work with you
- Through professional contacts of our employees, including social media
- By purchasing contact lists from commercial sources

## Data Storage

“Data Processing Partner” is a term used in data protection legislation to refer to any external data storage platform. The data processing partners utilised by SalesFitness Group include:

- Active Campaign
- Microsoft 365 (Teams, SharePoint, OneDrive)
- Amazon Web Services

For a full list of our data processing partners, please request this in writing.

Our data processing partners are required to comply with data protection legislation and provide written assurance of their compliance.

All other data is held on the SalesFitness Group computer system. We will ensure your data is safe by taking all appropriate technical and organisational measures against its unauthorised or unlawful processing and against its accidental loss, destruction or damage as detailed and maintained in line with ISO 27001.

We will store your information at least for the duration of any client relationship we have with you, or as otherwise required by law (normally up to a maximum of seven years for legal and tax reasons).

Our approach, responsibilities, and commitment to information security are set out in our Information Security policy.

## Data Use

We will use the data we hold for marketing purposes and to keep our customers and contacts up-to-date with the products and services we offer. On occasion we will approach individual contacts if we believe a particular product or service will be of benefit to them. We consider this to be in the legitimate interest of the intended recipients of the communication and as such is the legal basis for SalesFitness Group to process personal data.



We will not share your personal data with other individuals or organisations, except in specific circumstances, including:

- When a business partner requires the information to provide a service at your request. In such circumstances you will be notified that we will share only the necessary data to allow the service to be provided.
- If SalesFitness Group is acquired by another organisation.
- If requested to do so by potential funders and only the minimum required data that is reasonably necessary.
- If required by legal authority or to a third party in the context of actual or threatened legal proceedings or if otherwise required to do so by law.

## Your Rights

Data protection legislation gives you the right to:

- Request in writing and obtain copies of the data held about you by SalesFitness Group – a statutory fee of £10 is payable prior to the provision of the data.
- Correct or update any such data.
- Request SalesFitness Group to stop using your data for any purpose where there is no legal requirement for us to do so.

More information about your data protection and privacy rights can be obtained by visiting the Information Commissioner's Office website.

Please contact us if you want to make any changes to the data we hold on you; how we use it; if you want us to delete it; or if you wish to raise a concern regarding the handling of your data.

You also have the right to lodge a complaint with the Information Commissioner's Office about how we manage your data.

## Changes to the Privacy Policy

This policy will be reviewed at regular intervals and any changes required by law or organisationally will be made. Changes to the policy will be reflected and noted in the policy wording.

Last Reviewed October 2022

