

This document sets out the basis upon which information is collected about you by us through the use of the **a2B Advisory Consulting Ltd** website and any other communication networks by **a2B Advisory Consulting Ltd** and the use of the personal information you provide to us in person or online, via email, phone, in writing or other correspondence.

Any data collected will be used and held in accordance with the requirements of the **EU General Data Protection Regulations (GDPR)**.

a2B Advisory Consulting Ltd is firmly committed to privacy, the responsible use of information, the need to safeguard the privacy of our clients and visitors to our website, and to maintaining compliance with privacy legislation. This is central to our values as an organisation. We want everyone who contacts us and engages our services to feel confident about how any personal information they give us will be looked after or used.

On 25 May 2018, we moved to be an 'opt-in only' communication policy. This means that we will only send marketing communications to those that have explicitly stated that they are happy for us to do so via their preferred channel(s) (email, phone or post).

Our marketing communications include information about our events, services and relevant news. If you would like to receive such communications but have not opted in please contact us at:

Sarah.Gallagher@a2B.consulting

or sign up on our website:

www.a2B.consulting

You can be confident that:

We will never release your information to organisations outside **a2B Advisory Consulting Ltd** for their marketing purposes.

We only use personal information in the ways we need to and that is expected of us.

- We will keep you up to date with our services, events, staff appointments and news that we deem relevant to you.
- We only use your personal information to do this if you have previously told us that that is acceptable.
- We will make it easy for you to tell us how you want us to communicate with you, including how to opt out from future communications - and your request will be respected straight away.

- We take all reasonable care to safeguard your personal information through security policies and secure business processes.
- We will always provide easy ways for you to contact us.

How we collect personal information:

We obtain personal information from you when you join our mailing list via the a2B Advisory Consulting Ltd website, enquire about or engage our services, register for one of our training or networking events, send an email or otherwise provide us with your personal information. Sometimes we may obtain your personal information from third party data suppliers only if they provide the appropriate evidence that you have agreed for your personal information to be shared with other organisations.

We also gather general information about the use of our website <https://www.a2B.consulting> such as pages visited and areas that are of most interest to users. We use this information to improve our website and make it a better experience for everyone. For further information, please see the 'cookies' section below.

What information do we collect?

The information we collect might include name, business address, business email address and business telephone numbers. We do not collect any data that is not related to your place of work, unless you provide us with this personally. Data Protection law recognises that certain categories of personal information are more sensitive. These are known as special categories of data and cover health information, race, religious beliefs and political opinions. We do not collect any special categories of data.

How do we use your information?

We may use your personal information for:

- Dealing with your enquiries, requests and complaints
- Registering you for events
- Processing your payments made online or via our invoicing system
- Providing you with information about our services, events and news
- Complying with our legal obligations, policies and procedures
- Providing and personalising our consultancy services

Consent on how personal information is used:

We will give a clear explanation of the purpose for which personal information is collected and processed. Where necessary, we will also ask for consent to be given by a positive opt in choice. Sufficient information will be provided for an informed choice to be made. The personal data will not be used for any extra

purpose without additional consent being obtained. It will also be made clear how consent can be withdrawn.

Data Security:

We have in place physical, electronic and managerial procedures to safeguard and secure the personal information we collect.

We do use external 'data processors' to manage ticket purchases (e.g. EventBrite) and hold email mailing lists (via MailChimp). All of our data processors have provided statements on how they keep your personal data safe and secure in compliance with the General Data Protection Regulation (GDPR) 2018.

All our employees and data processors, who have access to, and are associated with the processing of personal data, are legally obliged to respect the confidentiality of our clients' personal data.

No sharing of personal information:

We do not share personal information with any third parties for marketing purposes.

Some of our 3rd party data processors may store information on remote servers across the world, and we have agreements with them to ensure that your information is safe and secure and not shared with other organisations.

No indirect collection of personal information:

We do not collect personal data indirectly, for instance by tracking people individually when they have used our social media accounts.

Automated Decisions:

We do not use automated decision making or profiling.

Retention of data:

We will not retain personal data if you have unsubscribed from one of our mailing lists.

Paper records, such as forms, will be destroyed after 2 years.

Your rights:

Under the EU General Data Protection Regulation, which comes into force on May 25th, 2018 you have the following rights:

1. The right to access your personal information
2. The right to edit and update your personal information
3. The right to request to have your personal information deleted
4. The right to restrict processing of your personal information
5. The right to object
6. The right to lodge a complaint with a supervisory authority

Rights to access, remove or correct personal information:

You have the right to request a copy of the information that we hold about you and this is free of charge. Please contact us if you wish to amend any of your personal data at:

Sarah.Gallagher@a2B.consulting

If a member of the public asks for their personal data to be removed from our current record systems, this will be done within one month of the request being received. The same timescale will apply when we are notified that personal information needs to be corrected or updated.

You can also opt out of email correspondence immediately by following the links to unsubscribe or by emailing us at:

Sarah.Gallagher@a2B.consulting

Cookies:

A cookie is a small file downloaded on to the hard drive of a computer or mobile device when the user logs on to a website.

We also set Google Analytics cookies to collect general statistical information to help us understand how our website is used and to improve the service we provide. We learn whether visitors have used the website before, which pages are the most popular, how users move around the site and whether the site is being accessed by a mobile device or desktop computer. This information does not allow users to be identified individually.

It is important for us to be able to include your visit in our statistics. By continuing to use the website without changing settings, you are agreeing to our use of these cookies.

To find out more general information on cookies, and how to control or delete them, please go to ***[AboutCookies.org](#)*** or ***[AllAboutCookies.org](#)***.

Other websites:

On our website, we occasionally provide links to other websites for your convenience and information. Please be aware that these sites may have different security and privacy policies and we have no control over and take no responsibility for any information submitted to these sites.

Changes to our privacy notice:

This notice will be amended in the light of any relevant changes in legislation or related good practice. This privacy notice was approved by the Managing Directors of **a2B Advisory Consulting Limited** on 15th March 2019.

How to contact us:

Please contact us if you have any questions about our privacy notice and policy.

Our contact details are as follows:

Owners: Peter F Gallagher and Sarah L Gallagher - Managing Directors

Website: www.a2B.consulting

Approved: 15/03/2019

This is the privacy notice for:

a2B ADVISORY CONSULTING LIMITED

Registered in England and Wales

Company Registration No: 10400405

Registered office address:

London: Kemp House,
152 - 160 City Road,
London,
EC1V 2NX,
United Kingdom
