



## ASYOUNEED.COM LIMITED WEBSITE PRIVACY POLICY

ASYOUNEED.COM LIMITED (“we”, “us”, “our”) are committed to protecting and respecting your privacy.

This privacy policy (together with any other documents referred to in it) sets out the basis on which any personal data we collect from you or a third party, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

We are a limited liability company and are the data controller for the purpose of the Data Protection Act 2018 (“Act”). We are registered in England and Wales under registered number 06898479 and have our registered office at Unit 5b New North House, 202-208 New North Road, London, England, N1 7BJ.

If you have any questions about this privacy policy, please contact us [here](#).

### Information we may collect

<b>Personal data or personal information</b>	=	means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).
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We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

<b>Identity Data</b>	first name, maiden name, last name, username or similar identifier, marital status, title, date of birth and gender.
<b>Contact Data</b>	billing address, delivery address, email address and telephone numbers.
<b>Financial Data</b>	bank account and payment card details.
<b>Transaction Data</b>	details about payments to and from you and other details of products and services you have purchased from us.
<b>Technical Data</b>	internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access this website.
<b>Profile Data</b>	preferences, feedback and survey responses.
<b>Usage Data</b>	information about how you use our website ( <a href="https://asyouneed.com">https://asyouneed.com</a> ) (“Our Site”), products and services.
<b>Marketing and Communications Data</b>	your preferences in receiving marketing from us and our third parties and your communication preferences.

We also collect, use and share **Aggregated Data** such as statistical or demographic data for any purpose. Aggregated Data could be derived from your personal data but is not considered personal data in law as this data will not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy policy.

We do not collect any **Special Categories of Personal Data** about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership,

information about your health, and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

**How is your personal data collected?**

We will only use your personal data when the law allows us to. Most commonly we use different methods to collect data from and about you including through:

<b>Direct interactions</b>	<p>You may give us your Identity, Contact and Financial Data by filling in forms or by corresponding with us by post, phone, email or otherwise. You may provide us with this information when:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> you submit an online form on our website</li> <li><input type="checkbox"/> you apply for our services</li> <li><input type="checkbox"/> you sign up to our newsletter</li> <li><input type="checkbox"/> you submit a query</li> <li><input type="checkbox"/> you telephone us.</li> </ul>
<b>Automated technologies or interactions</b>	<p>As you interact with our website, we will automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies.</p>
<b>Third parties or publicly available sources</b>	<p>We may receive personal data about you from various third parties such as analytics providers or publicly available sources.</p>

**Where we store your personal data**

All information held about you is stored on our secure servers.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, where you provide us with your information we cannot guarantee the security of your data transmitted to Our Site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

**How we use your information**

We will only use your personal data when the law allows us to. Most commonly we may use information held about you in all or any of the following ways:

- to ensure that content from Our Site is presented in the most effective manner for you and for your computer;
- to provide you with information, products or services that you request from us or which we feel may interest you, where you have consented to be contacted for such purposes or where we have a legitimate interest for contacting you;
- to allow us to tailor our website to the needs of our clients;
- for marketing purposes;
- to carry out our obligations arising from any contracts entered into between you and us;
- to allow you to participate in interactive features of our service, when you choose to do so; and
- to notify you about changes to our service.

If you are an existing client, we will only contact you by electronic means (e-mail or SMS) with information about services similar to those which were the subject of a previous service provided to you.

If you are a new or prospective client, we will contact you by electronic means only, where you have consented to this or where we have a legitimate interest for contacting you.

**Change of purpose**

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an

explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

### **Disclosure of your information**

We may disclose your personal information to any body corporate, limited liability partnership or partnership that is associated with us. We may also disclose your personal information to third parties in any or all of the following circumstances:

- in the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets;
- if we or substantially all of our assets are acquired by a third party, in which case personal data held by us about our clients will be one of the transferred assets; or
- if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our website terms of use and other agreements; or
- to protect the rights, property, or safety of our business, our clients, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

### **Your rights**

You have the right to ask us or third parties not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we or third parties use to collect your data or by following any opt-out / unsubscribe links on any such marketing messages. You can also exercise the right at any time by contacting us at [\[INSERT EMAIL ADDRESS\]](#).

Where you opt out of receiving marketing messages, this will not apply to personal data provided to us as a result of a product/service purchase or other transactions.

Our Site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

### **If you fail to provide personal data**

Where we need to collect personal data by law, or under the terms of a contract we have with you, and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services). In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

### **Access to information**

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we could refuse to comply with your request in these circumstances.

### **Time limit to respond**

We try to respond to all legitimate requests within one month. Occasionally it could take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

### **Changes to our privacy policy**

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail.

### International transfers

We do not transfer your personal data outside the United Kingdom.

### Data security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions, and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

### How long will we use your personal data for?

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

### Your legal rights

Under certain circumstances, by law you have the right to:

- Request access to your personal data** (commonly known as a "**data subject access request**"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
- Request correction of the personal data that we hold about you.** This enables you to have any incomplete or inaccurate information we hold about you corrected.
- Request erasure of your personal data.** This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have exercised your right to object to processing (see below).
- Object to processing of your personal information** where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes.
- Request the restriction of processing of your personal information.** This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.
- Request the transfer of your personal information to a third party.** You have the right to request that some of your personal data is provided to you, or to another data controller, in a commonly used, machine-readable format.
- Withdraw consent.** At any time you may contact us to withdraw your consent in respect of our processing of your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. Once we have received notification that you have withdrawn your consent, we will no longer process your application and, subject to our retention policy, we will dispose of your personal data securely.

**Contact**

If you have any questions about this privacy policy or our privacy practices, please contact us at [INSERT EMAIL ADDRESS].

You have the right to make a complaint at any time to the Information Commissioner's Office ("ICO"), the UK supervisory authority for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.