

Business Unboxed Customer Privacy Notice

This privacy notice tells you what to expect us to do with your personal information.

Our contact details

Email

info@businessunboxed.co

What information we collect, use, and why

We collect or use the following information to **provide services and goods, including delivery**:

- Names and contact details
- Addresses
- Purchase or account history
- Payment details (including card or bank information for transfers and direct debits)
- Account information
- Information relating to loyalty programmes
- Website user information (including user journeys and cookie tracking)
- Photographs or video recordings
- Records of meetings and decisions

We collect or use the following information for **the operation of customer accounts and guarantees**:

- Names and contact details
- Addresses
- Payment details (including card or bank information for transfers and direct debits)
- Purchase history

- Account information, including registration details
- Information used for security purposes
- Marketing preferences

We collect or use the following information for **service updates or marketing purposes**:

- Addresses
- Marketing preferences
- Location data
- Recorded images, such as photos or videos
- Purchase or viewing history
- IP addresses
- Website and app user journey information
- Records of consent, where appropriate

We collect or use the following information for **research or archiving purposes**:

- Names and contact details
- Addresses
- Location data
- Recorded images, such as photos or videos
- Purchase or viewing history
- IP addresses
- Website and app user journey information
- Personal information used for administration of research
- Personal information used for the purpose of research
- Records of consent, where appropriate

We collect or use the following information to **comply with legal requirements**:

- Identification documents

- Financial transaction information

Lawful bases

Our lawful bases for collecting or using personal information to **provide services and goods** are:

- Contract

Our lawful bases for collecting or using personal information for **the operation of customer accounts and guarantees** are:

- Contract

Our lawful bases for collecting or using personal information for **service updates or marketing purposes** are:

- Consent

Our lawful bases for collecting or using personal information for **research or archiving purposes** are:

- Consent

Our lawful bases for collecting or using personal information for **legal requirements** are:

- Contract

Our lawful bases for collecting or using personal information for **recruitment purposes** are:

- Contract

Where we get personal information from

- People directly
- CCTV footage, or other recorded images
- Publicly available sources
- Previous employers

How long we keep information

We retain information normally for no longer than 2 years unless you are a customer in which case necessary information (e.g. name and address

on invoices) will be stored for up to 6 years to comply with HMRC record keeping regulations.

Who we share information with

Other organisations

- Professional or legal advisors
- Professional consultants
- Emergency services (where necessary)

Sharing information outside the UK

Where necessary, we may transfer personal information outside of the UK. When doing so, we comply with the UK GDPR, making sure appropriate safeguards are in place. Please contact us for more information.

Your data protection rights

Under data protection law, you have rights including:

Your right of access - You have the right to ask us for copies of your personal data.

Your right to rectification - You have the right to ask us to rectify personal data you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase your personal data in certain circumstances.

Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal data in certain circumstances.

Your right to object to processing - You have the right to object to the processing of your personal data in certain circumstances.

Your right to data portability - You have the right to ask that we transfer the personal data you gave us to another organisation, or to you, in certain circumstances.

Your right to withdraw consent – When we use consent as our lawful basis you have the right to withdraw your consent.

You don't usually need to pay a fee to exercise your rights. If you make a request, we have one calendar month to respond to you.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

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