

CRM Made Simple Ltd Data Privacy Policy

Effective Date: 2 February 2025

1. Introduction

CRM Made Simple Ltd ("we," "us," or "our") is committed to protecting the privacy and security of your personal data. This Data Privacy Policy explains how we collect, use, and protect your personal data in accordance with the UK General Data Protection Regulation (GDPR) and the Data Protection Act 2018.

2. Data Controller

CRM Made Simple Ltd is the data controller for the personal data we process.

Contact Details:

Address: 104 Prairie Road, Addlestone, KT15 2TL

Phone: 07766 826540

Email: privacy@crmmadesimple.co.uk

3. Personal Data We Collect

We may collect the following types of personal data:

- **Contact Information:** Name, email address, phone number, postal address.
- **Business Information:** Company name, job title, industry.
- **Marketing Data:** Preferences for receiving marketing communications.
- **Website Usage Data:** IP address, browser type, pages visited (if you have a website).
- **Client Data:** Information you provide to us in connection with consulting services (this will vary greatly depending on your services).

4. How We Use Your Personal Data

We may use your personal data for the following purposes:

- **Providing Services:** To deliver the consulting services you have requested.
- **Communication:** To contact you regarding your account, services, or inquiries.
- **Marketing:** To send you marketing communications about our services (only if you have opted in).
- **Legal Compliance:** To comply with applicable laws and regulations.
- **Improving Services:** To analyse data to improve our services and website.

5. Legal Basis for Processing

Our legal basis for processing your personal data will depend on the specific purpose. This may include:

- **Consent:** For marketing communications.
- **Contractual Necessity:** For providing consulting services.
- **Legal Obligation:** To comply with legal requirements.

- **Legitimate Interests:** For other purposes, such as improving our services (where your rights are not overridden).

6. Sharing Your Personal Data

We may share your personal data with the following categories of recipients:

- **Data Processors:** Companies that provide services to us, such as IT support, email marketing platforms, CRM systems. We will have contracts in place with these processors to ensure they protect your data.
- **Legal Authorities:** If required by law or legal process.

7. Data Security

We implement appropriate technical and organizational measures to protect your personal data from unauthorized access, use, or disclosure. These measures include:

- access controls, regular backups, secure transfers via SFTP only

8. Data Retention

We will retain your personal data for as long as necessary to fulfil the purposes for which it was collected, including any legal or regulatory requirements.

9. Your Rights

You have the following rights regarding your personal data:

- **Access:** You can request access to the personal data we hold about you.
- **Rectification:** You can request that we correct any inaccurate or incomplete personal data.
- **Erasure ("Right to be Forgotten"):** You can request that we delete your personal data under certain circumstances.
- **Restriction of Processing:** You can request that we restrict the processing of your personal data under certain circumstances.
- **Data Portability:** You can request to receive your personal data in a structured, commonly used, and machine-readable format.
- **Objection:** You can object to the processing of your personal data under certain circumstances.
- **Withdrawal of Consent:** You can withdraw your consent to marketing communications at any time.

10. Complaints

If you have any concerns about our processing of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office (ICO).

11. Changes to this Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page.

12. Contact Us

If you have any questions about this Privacy Policy, please contact us at the contact details provided above.