

Privacy Policy

1. Introduction

- 1.1 In this policy, “we”, “our” and “us” refers to ZEDSOFT LIMITED. For more information about us, see section 15 Our details.
- 1.2 We are committed to safeguarding the privacy of our website visitors and service users.
- 1.3 This policy applies where we are acting as a data controller with respect to the personal data of our website visitors and service users. This is where we determine the purposes and means of the processing of that personal data.
- 1.4 The user will have the option to provide their contact details using the email provided on the website. This will help visitors get in touch with a representative at ZEDSOFT LIMITED.
- 1.5 We use cookies on our website. The cookies are not strictly necessary for the provision of our website and services, we will ask you to consent to our use of cookies when you first visit our website.
- 1.6 This website is not intended for children and we do not knowingly collect data relating to children.

2. Contact Details

- 2.1 If you have any questions about this privacy policy or our privacy practices, please contact us at our email address: contact@zedsoft.co.uk

3. Privacy Policy Request

- 3.1 We keep our privacy policy under review. This version was last updated on 12/06/2020. This version of the privacy policy can be obtained by contacting us or directly through our website.

4. The data we collect from you

- 4.1 Personal data, or personal information 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).
- 4.2 We may collect, use, store and transfer different kinds of personal data. This includes: **Identity Data** which includes first name, maiden name, last name, title and date of birth; **Contact Data** which includes email address, telephone number, mobile number and billing address; **Transaction Data** includes details about payments to and from you and other details of products and services you have purchased from us.
- 4.3 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.

5. How your personal data is collected

- 5.1 **Direct interactions.** You may give us your Identity and Contact Data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you give us feedback or contact us. You may also provide transaction data for when you make a purchase of service from us.
- 5.2 **Third parties or publicly available sources.** We will receive personal data about you from various third parties and public sources, this may be data accessed through: Analytics providers such as Google based outside the EU; Identity and Contact Data from publicly available sources such as Companies House and the Electoral Register based inside the EU.

6. How we use your personal data

- 6.1 We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances: Where we need to perform the contract we are about to enter into or have entered into with you; Where

it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests; Where we need to comply with a legal obligation.

6.2 Generally, we do not rely on consent as a legal basis for processing your personal data although we will get your consent before sending third party direct marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by contacting us before or after you receive our marketing materials.

7. Purposes for which we will use your personal data

7.1 We have set out below, in a table format, a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

7.2 Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table in 7.3.

7.3

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To register you as a new customer	(a) Identity (b) Contact	Performance of a contract with you
To process and deliver your order including: (a) Manage payments, fees and charges (b) Collect and recover money owed to us	(a) Identity (b) Contact (c) Financial (d) Transaction (e) Marketing and Communications	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to recover debts due to us)

<p>To manage our relationship with you which will include: (a) Notifying you about changes to our terms or privacy policy (b) Asking you to leave a review or take a survey</p>	<p>(a) Identity (b) Contact (c) Profile (d) Marketing and Communications</p>	<p>(a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services)</p>
<p>To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)</p>	<p>(a) Identity (b) Contact (c) Technical</p>	<p>(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise) (b) Necessary to comply with a legal obligation</p>
<p>To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you</p>	<p>(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications (f) Technical</p>	<p>Necessary for our legitimate interests (to study how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy)</p>
<p>To use data analytics to improve our website, products/services, marketing, customer relationships and experiences</p>	<p>(a) Technical (b) Usage</p>	<p>Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)</p>

To make suggestions and recommendations to you about goods or services that may be of interest to you	(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile (f) Marketing and Communications	Necessary for our legitimate interests (to develop our products/services and grow our business)
To register you as a new customer	(a) Identity (b) Contact	Performance of a contract with you

8. Opting out

- 8.1 You can ask us to stop sending you marketing messages at any time by contacting us at any time.

9. Cookies

- 9.1 You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly. For more information about the cookies we use, please refer to the Cookie Policy.

10. Change of purpose

- 10.1 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.
- 10.2 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.
- 10.3 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.

11. Data security

- 11.1 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.
- 11.2 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.

12. Data retention

- 12.1 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.
- 12.2 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.
- 12.3 By law we have to keep basic information about our customers including Contact, Identity and Transaction Data for 6 years after they cease being customers for tax purposes.
- 12.4 In some circumstances you can ask us to delete your data, please contact us for further information.

- 12.5 In some circumstances we will anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

13. Access to the data we store about you

- 13.1 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.
- 13.2 We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.
- 13.3 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.

14. Your legal rights

- 14.1 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.
- 14.2 You have the right to request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.
- 14.3 You have the right to 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 successfully exercised your right to object to

processing (see 14.4), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

- 14.4 You have the right to object to processing of your personal data 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 as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.
- 14.5 You have the right to request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios: If you want us to establish the data's accuracy.; Where our use of the data is unlawful but you do not want us to erase it.; Where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims.; You have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.
- 14.6 You have the right to request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.
- 14.7 You have the right to withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

15. Our details

- 15.1 This website is owned and operated by ZEDSOFT LIMITED.

- 15.2 We are registered in England and Wales under registration number 12186034, and our registered office is at 13 Elder Avenue, Wakefield, England, WF2 9AJ.
- 15.3 Our principal place of business is at 13 Elder Avenue, Wakefield, England, WF2 9AJ.
- 15.4 You can contact us: by post, to the postal address given above; using our website contact form; by telephone, on the contact number published on our website; or by email, using the email address published on our website.