Understanding Performance

Privacy Policy

January 2024

We understand that your privacy is important and to be respected at all times. We understand that you care about how your data is used and shared. We will only collect and use information in ways that are considered to be useful to you, and in a manner aligned to our obligations under the law.

This Privacy Policy applies to our use of data collected as a result of your use of our website, materials and any interactions you may have with us.

Please read this Policy carefully and ensure that you understand it fully. If, for any reason, you have queries or concerns, please contact us to discuss at hello@understandingperformance.com. Your acceptance of our Privacy Policy is considered to occur upon your first usage of our website or any materials we provide to you. If you do not accept and agree with this Policy, you must cease using our website with immediate effect.

Definitions and interpretation

In this policy the following terms shall have the following meanings:

'Cookie' means a small text file placed on your computer or device by Our Site when you visit certain parts of Our Site and/or when you use certain features of Our Site, details of the cookies we use are in our Cookie Policy here. (add link)

Our websites include:

https://www.understandingperformance.com/

https://abigailireland.com/

Our details

"We/Us/Our" means A.I. Evolution Limited, a limited company registered in England under 10258695 and trading as Understanding Performance and Abigail Ireland. Our registered address is 55 St John's Street, Godalming, Surrey, GU7 3EH. Our VAT number is GB 309619195.

You can contact our Data Protection Officer by emailing hello@understandingperformance.com.

The type of personal information we collect

We currently collect and process the following information:

- Personal identifiers, contacts and characteristics (for example, name and contact details)
- Email address
- Company Address and phone number (if required)
- Financial information (if applicable)
- Employer
- Job title

How we get the personal information and why we have it

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- To provide you with a service
- To send you information about our services or products
- To invoice you
- To respond to you

We also receive personal information indirectly, from the following sources in the following scenarios:

- LinkedIn
- Database searches
- Sign ups to the Pep Talk newsletter and other resources such as training webinars, workshops and talks we provide
- Social media channels
- Direct introductions from clients and contacts

We use the information that you have given us in order to:

- Provide you with a service
- Invoice you
- Send you relevant resources and information on our services and offerings

Understanding Performance does not sell, rent or lease its client lists to third parties. We respect and protect your privacy, and will never disclose your information to anyone without your explicit permission.

The only exceptions are that we may share this information with trusted partners in order to carry out our business. We will take all reasonable steps to ensure that your data will be handled safely, securely, and in accordance with your rights, Our obligations, and the obligations of the third party under the law. These partners include:

- Our accountant for statutory purposes
- Our admin support provider to run our business
- A CRM system to maintain our records (email, address, phone number)
- An email marketing platform to deliver our newsletters and updates to our community (name and email address)
- Website host to maintain our website (contact form email and phone number)
- A scheduling platform to book appointments (name and email address)
- A cloud provider to store our data (2FA enabled)

We may disclose your information without notice if we are required to do so by law.

Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:

(a) Your consent. You are able to remove your consent at any time. You can do this by contacting hello@understandingperformance.com

(b) We have a contractual obligation.

(c) We have a legal obligation.

(d) We have a legitimate interest.

Tracking user behaviour

Understanding Performance may keep track of pages our users visit within the Understanding Performance website, in order to determine which of

our services are most popular. We use this data to deliver customised content to our website visitors and customers where their behaviour indicates they are interested in a particular service.

Links

This website may contain links to other sites. We are not responsible for the content or privacy practices/policies of such other sites. We would encourage users to read the privacy statements of said site that may collect your personally identifiable information, as each website will have its own privacy policies.

Email communications

We may contact you by email from time to time with general communications. We will only contact you with marketing or promotional offers if you have opted to receive our email communications (for example, newsletter or other services). You can opt out at any time by using the Unsubscribe button or by contacting us at hello@understandingperformance.com.

Updates to this policy

Our policy will be reviewed annually and any updates will be made herein and added to the website. Where there are significant changes or updates, we may contact you by email to notify you directly.

How we store your personal information

All personal data is stored securely in accordance with the EU General Data Protection Regulation(Regulation (EU) 2016/679 (GDPR)

If we hold any personal information about you, this is securely stored in the following locations:

- SSL on the website
- Within our trusted partners' platforms

We keep invoice data, and contact details for 7 years to be statutory compliant. Client information is stored for up to 5 years, as our service is one that can be returned to at a later date to look at progress. Where an enquiry has not progressed, we will dispose of your data after 2 years. We

will then dispose of your information by deleting this from our systems and shredding any paper copies.

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 information.

Your right to rectification - You have the right to ask us to rectify personal information 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 information in certain circumstances. On receipt of a request we will delete your personal information from our records and direct any third party service providers to delete from their records. Where we have a statutory function we may need to retain some records.

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

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

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

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at hello@understandingperformance.com if you wish to make a request.

How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us at hello@understandingperformance.com. We will address your concern with the utmost care and consideration, to ensure it is resolved satisfactorily and promptly.

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address is:

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

Helpline number: 0303 123 1113

ICO website: https://www.ico.org.uk[1]

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