

Adepteq Privacy Policy & Statement

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Adepteq Privacy Policy

GENERAL

Adepteq cares about your privacy and wants to ensure we are as transparent as possible about how we process your personal data.

This Policy is intended to explain what personal data we may collect about you, where we may obtain your data, how we use your data, and who we may disclose your data to and why.

This Policy also explains your data rights; namely how to request access to your data, how to update your data, how we use your data, and who we may disclose your data to and why.

We do update this policy from time to time so please do review this Policy regularly.

PERSONAL INFORMATION WE MAY PROCESS

Adepteq Ltd provides good and services for businesses and collects businesses information to provide goods and services. Business data may be considered personal data when it relates to an identifiable living individual.

In operating our website and business, we may collect and process the following data about you:

- i. Details of visits to our website and the resources that have been accessed, including, but not limited to, traffic data, location data, weblogs and other communication data. Such data is analysed on an aggregated basis and no living individual can be identified.
- ii. Company details of companies visiting our website which may include company website, company IP and head office address which does not relate to an identifiable living individual.
- iii. Information that you provide by filling in forms on our website, such as when you registered for information or make a purchase. By its nature, this personal data is identifiable. The information collected that we feel necessary to respond to an enquiry or provide a service, includes: name, job title, company name, company address, company mobile, work email address, topic or nature of enquiry.
- iv. Information provided to us when you communicate with us for any reason

HOW WE COLLECT PERSONAL INFORMATION

We may obtain information about you when:

- You visit our website
- You engage with us on social media
- You contact us (via web form, email, phone call, conversation) about products or services

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- You use our products or services
- You contact us requesting assistance with a support query
- You request or use free trials of our products
- You are a paying customer
- You are a business partner, or a prospective business partner
- You intentionally give us your business contact information or make your business contact information available, for example at a networking event, an industry event, or a meeting.
- You are a job applicant, or a current or former employee

Your contact information may be passed on to us from a partner or vendor if we may be able to help you with our products or services. We expect the partner or vendor in question to have informed you of this prior to passing your information to us.

If that was not the case, and you have just realised that a partner has given us information about you without your knowledge, please contact us immediately by sending an email to info@adepteq.com. We will tell you what data we hold, how we use it, and we will delete it if you wish us to.

USE OF PERSONAL INFORMATION

The information that we collect and store relating to you is primarily used to enable us to provide our services to you. In addition, we may use the information for the following purposes:

- i. To provide you with information requested from us, relating to our products or services.
- ii. To provide information on other products and services, where you have consented to receive such information.
- iii. To meet our contractual commitments to you.
- iv. To notify you about any changes to our website, such as improvements or service/product changes, that may affect our service.

If you are an existing customer, we may contact you with information about goods and services like those which were the subject of a previous sale to you. We will always provide opportunity and instruction on how to opt-out of communications should you no longer wish to receive information.

We will not disclose any personal information we keep about you to any third parties, except for any suppliers we may engage to provide services that involve processing data on our behalf or services/products that we sell.

If you send us your CV, we may choose to retain it for consideration in future recruitment processes. Should this be the case, you will be informed and given the opportunity to oppose, in which case we will delete it.

We may share limited personal data with another vendor to complete a commercial transaction; for example, to obtain product licenses. In this case you will be informed of who that vendor is.

PROCESSING YOUR DATA

Adepteq processes your personal data for primarily for the purpose of processing your order and trading goods or services.

We may also process aspects of the data provided to us for marketing purposes. This will be to segment companies and businesses to provide more relevant information. Details of processing might include;

- i. Segmenting businesses by sector to provide relevant sector information (i.e. SharePoint for Retail, Office 365 for manufacturing)
- ii. Segmenting businesses by number of employees or annual turnover to provide relevant information (i.e. licence deals for small businesses, discounts for multi-users)
- iii. Segmenting businesses by purchase potential or lead score to provide relevant information based on opportunity stage
- iv. Processing generated through inbuilt AI within CRM or marketing automation systems used by Adepteq

Data is processed reasonably for the purposes of business to business marketing. Data is held for a reasonable duration which will extend from point of collection, to point of sale, throughout time as a customer.

We may also disclose your personal information to third parties:

- i. Where we need to complete a purchase from one or many of our suppliers for a product that you have purchased from us (e.g. we will provide data to Microsoft when we purchase software licences on your behalf)
- ii. Where we sell any or all of our business and/or our assets to a third party.
- iii. Where we are legally required to disclose your information.
- iv. To assist fraud protection and minimise credit risk.

If you are a customer of ours, for support or development purposes, we may require access to your system. In these cases, we will require written confirmation from the Data Controller that either:

- Appropriate notification has been issued to all Data Subjects contained within the database of your policy regarding access by third parties for certain processing requirements, or
- All personal identifying information has been removed from the database, or Data has been obfuscated to anonymise all persons within the system such that the identification of individuals is not possible

Having received such confirmation, we will accept transfer of the data to us and, once we have completed the work required, shall retain it for a limited period of no more than 60 days after completion.

If appropriate, we will return a single back up of any such database in order that the customer may then hold a copy of the complete data/database for future development or support processes.

STORING PERSONAL DATA

Data collected as outlined in this privacy policy will be stored securely either in a local UK server or in secure Microsoft Cloud environment with data location set within the EU. The Microsoft Cloud environment provides leading security protocol, further details can be found at www.microsoft.com/trustcenter.

Your personal data is stored within Microsoft Dynamics 365 Online, which can only be accessed by trained Adepteq staff via multifactor authentication. All staff are trained in cyber security and data protection compliance before being provided access details to data.

Adepteq is Cyber Security Essentials certified.

Adepteq has contracts in place with clients which already contain reference to data protection. Within all our contracts we provide clear and transparent policies regarding data retention and deletion and data controller and processors' responsibilities.

Adepteq will take every reasonable step to ensure the security of personal data stored on our servers. However, the transmission of information via the internet is not completely secure and therefore we cannot guarantee the security of data sent to us and transmission of such data is therefore entirely at your own risk.

Where we have given you (or where you have chosen) a password so that you can access certain parts of our site, you are responsible for keeping this password confidential. Disclosing Your Information Where applicable, we may disclose your personal information to any member of our group.

This includes, where applicable, our subsidiaries, our holding company and its other subsidiaries (if any).

DATA RETENTION

The type of engagement you may have with us dictates our retention period for your personal information. We retain information only for as long as is necessary for the purposes specified in this policy. Should you cease to be a customer, we will delete the data that is no longer relevant, and we will keep the data that is necessary for legal and accounting reasons.

USE OF COOKIES

The GDPR 2018 gives you the right to access the information that we hold about you and how your data is being processed. You have the right to amend communication preferences and to amend how your data is being processed. You also have the right to erasure which will ensure expungement of any record we hold.

Should you wish to receive details that we hold about you or to exercise personal data rights, please contact us using the contact details below. There is no charge for initial request but multiple requests may be subject to an administration fee at our discretion.

THIRD PARTY LINKS

You might find links to third party websites on our website. These websites should have their own privacy policies which you should check. We do not accept any responsibility or liability for their policies whatsoever as we have no control over them.

INTERNATIONAL TRANSFERS

We may transfer information outside the EEA to execute commercial transactions, as above. This privacy notice does not cover the links within this site linking to other websites (some of which are based outside of the EEA). We encourage you to read the privacy statements on the other websites you visit.

YOUR DATA RIGHTS

If we hold any personal information about you, then you are entitled to certain data rights. You have the following rights:

1. The right to be informed
2. The right of access
3. The right to rectification
4. The right to erasure
5. The right to restrict processing
6. The right to data portability
7. The right to object
8. Rights in relation to automated decision making and profiling.

You can read more about these rights here: - <https://ico.org.uk/for->

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[organisations/business/guide-to-the-general-data-protection-regulation-gdpr-fags/](#)

SUBJECT ACCESS REQUESTS

If you want to make a Subject Access Request (SAR), email us to info@adepteq.com. We may require additional identifying information to carry out your request. You will not be charged for making a request or for us delivering your request. We will respond to your request without undue delay and always within one calendar month.

COMPLAINTS

If you are concerned about the way we are processing your data, please email us at info@adepteq.com or call 01296 323460

If you still have questions or complaints about your data privacy, you have a right to contact or report a concern to the UK's data privacy supervisory authority, the Information Commissioner's Office - <https://ico.org.uk/global/contact-us/>

If we unlawfully refuse your request regarding your data rights, you have a right to complain to the Information Commissioner's Office and possibly receive a judicial remedy.

SPECIAL CATEGORY DATA AND CHILDREN'S DATA

Adepteq does not collect or process special category data from users of this website, individuals who contact us, or users/interested parties of our products and services. If we receive any special category information (for example, in a CV sent to us) it is our policy to delete it from our records as soon as possible.

We may only process information of a person under the age of 16 for work experience purposes. It is very unlikely, given the nature of our business, that a child would provide us with their data even if inadvertently, outside this context.

However, and while we do not have the intention of processing any kind of data related or belonging to children, we have contact forms publicly available in our website. As with all online activity, children should always be supervised while engaging with Adepteq's website. If at any time we suspect that an online form was submitted by a child, we will delete all the information obtained via such form, from all systems where that data may have been stored.

CONTACTING US

We welcome any queries, comments or requests you may have regarding this Privacy Policy. Please do not hesitate to contact us at info@adepteq.com or call 01296 323460