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# Privacy Policy

The Shared Value Business respects and values the privacy of all of our stakeholders and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law. This Privacy Information explains how we use your personal data: how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data.

Who We Are

The Shared Value Business Ltd (TSVB)

Company number: 11963736  
Registered address: 5 Sunningdale Av, Lancaster LA2 6DD  
Email address: ClaireLouise@tsvb.co.uk  
We are regulated by the ICO.

Personal Data

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the “GDPR”) as ‘any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier’.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

Under the GDPR, you have the following rights, which we will always work to uphold:

* The right to be informed about our collection and use of your personal data.
* The right to access the personal data we hold about you
* The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete.
* The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we have.
* The right to restrict (i.e. prevent) the processing of your personal data.
* The right to object to us using your personal data for a particular purpose or purposes.
* The right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask us for a copy of that personal data to re-use with another service or business in many cases.
* Rights relating to automated decision-making and profiling. We do not use your personal data in this way.

Personal Data We May Collect

We may collect some or all of the following personal data (this will vary according to your relationship with us):

* Name
* Date of birth
* Address
* Email address
* Telephone number
* Business name
* Job title
* Profession
* Payment information

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How We Use Personal Data

Under the GDPR, we must always have a lawful basis for using personal data. This may be because the data is necessary for our performance of a contract with you, because you have consented to our use of your personal data, or because it is in our legitimate business interests to use it. Your personal data will be used for the following purposes:

Providing and managing your account, including invoicing and billing.

Supplying our products and services to you. Your personal details are required in order for us to enter into a contract with you.

Communicating with you. This may include responding to emails or calls from you.

Supplying you with information by email and post that you have opted-in to (you may unsubscribe or opt-out at any time by clicking an unsubscribe link or contacting us).

With your permission and where permitted by law, we may also use your personal data for marketing purposes, which may include contacting you by email, telephone or post with information and news on our products and services. You will not be sent any unlawful marketing or spam. We will always work to fully protect your rights and comply with our obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out.

Retaining Personal Data

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. We need to keep personal data to allow us to communicate with you in our day to day operations to service your requests as a Customer, so we will always hold personal information about you as long as there is a relationship. We will not hold personal data for our records after a relationship is finished for more than 6 years.

Storing or Transferring Personal Data

We do not use or transfer your data outside of the UK. We store or transfer data within the UK and Ireland, this data will be fully protected under the GDPR or to equivalent standards by law.

Sharing Personal Data

In some limited circumstances, we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

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Accessing Personal Data

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a “subject access request”.

All subject access requests should be made in writing and sent to the email or postal addresses shown above.

There is not normally any charge for a subject access request. If your request is ‘manifestly unfounded or excessive’ (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

We will respond to your subject access request within one month of receiving it. Normally, we aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from the date we receive your request. You will be kept fully informed of our progress.