

# Streamlines Virtual Support Privacy & Cookies Policy

Streamlines Virtual Support is the trading name for Joanna Shock, also known as Jo Shock.

This policy describes how I collect and use personal data about you. Personal data is any information about an identifiable living human being. Processing data is doing anything with it, including collecting, recording, organising, storing, adapting, altering, retrieving, using, combining, disclosing or deleting it.

This policy is effective from March 2022 and may be subject to change.

## Information processed within my business

### Clients and prospective clients

I collect your name and email address for a variety of purposes:

- to identify you as a client or an interested prospective client
- to create a client contract with you and send you invoices
- to provide what you have contracted me to provide.

I may collect your address to create a client contract with you and send you invoices.

As a prospective client, I keep records of the services you are interested in. Most of the information I process comes from you. I process the information so that I can reply to you, and when you contact me again I know what you asked before, what you were sent, and what you told me.

I may collect your website details, social media links and names of relevant members of your team that you share with me, to gain an understanding of your business. I also keep records of the services provided to you, and information you have given me, so I can support you when needed.

If I email you individually using my own email system or respond to an email sent to me at any of my business email addresses, a copy of that email will be stored. If you make an enquiry via my website, I will keep details of that enquiry and response for my data retention period (see [Data retention periods](#) below).

I do not routinely keep special category data. If I do hold any special category data, it was supplied to me by you freely, without being requested by me. Special category data may be personal data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, sex life or sexual orientation, health, genetic or biometric data. This data will only be stored if it is contained in an email or document with other information that I need to store, for any reason given above.

### Suppliers and associates

I collect information on potential and actual suppliers and associates. This is mostly provided by the suppliers and associates or has been made publicly available on the Internet by them.

If you become a supplier or associate, I keep a copy of the contract between us and your bank details so I can pay you. I keep a record of invoices/payments for accounting purposes. I keep a record of the work you undertook for me or my clients along with any comments, reviews or suggestions about that work including complaints (if any) and their resolution.

This information is all needed to manage my client relationships and my supply chain.

### Newsletters and automated emails

I collect your name and email address to send you newsletters with useful information and details of offers, if you have signed up to receive this information.

I monitor who opens what in my newsletter lists, and any automated emails sent to you that you have signed up for. I do this to monitor how useful the information is. You can unsubscribe from these emails at any time.

## Information processed on behalf of a client

When I am processing data about you on behalf of a client, I am operating under the banner of my client's data privacy policy. I will refer any enquiry from you to them, as they are the 'data controller' responsible for dealing with your query. I will support my client by providing relevant information to them for passing to you.

## Data access by third parties

I do not sell or exchange your personal data with any organisations who may want to sell you something or use your data for research or other purposes.

Your data is held by third-party software. Some of your data may be held in the EEA, and some may be held in services in the USA with suitable privacy shields or elsewhere. I use mainstream suppliers with appropriate security standards. I keep a list of the software platforms I use to run my business. If you would like a list of the platforms your data is kept on, please email me at [hello@streamlinesvirtual.com](mailto:hello@streamlinesvirtual.com).

If I contract an associate to complete part or all of your work, you will be made aware of this in advance. They may have limited access to some of your data where necessary to carry out the completion of the work. I only work with associates who are contracted with my confidentiality clause, have good security in place and are as careful with your data as I am. If you would like information on their data policy, you can email me at [hello@streamlinesvirtual.com](mailto:hello@streamlinesvirtual.com) and I will either acquire this information for you, or put you in touch with the associate directly.

## Data locations

I use mainstream software packages with high security standards. This means that some of your data may be held in the EEA, and some may be held in services in the USA (with suitable data privacy shields) or elsewhere.

## Cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps to analyse web traffic, or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual.

Like many other websites, this site collects cookies and usage data whenever you visit. You can choose whether to accept cookies on my site using the bar that appears at the bottom. If you accept, information collected may include your computer's IP address, browser type and version, where you entered the site from, the pages that you visited, the time spent on those pages, and the time and date of your visit. All of this data remains anonymous and is aggregated by Google Analytics for traffic analysis. I use the statistics provided to me from this analysis to improve your experience on my site over time, to track the user journey from arriving on site to leaving so that I can understand which content is popular, and which sites are sending visitors to me.

If you turn off all cookies, some or all of the site may not perform properly. You can turn them off by using the settings in your browser. You can find out more information about cookie settings at <https://www.aboutcookies.org/>.

## Data retention periods

Your information will be kept for the following length of time:

Data about prospective clients: 3 years from last contact

Data about clients, suppliers and associates: 7 years

Data collected by Google Analytics (see [Cookies](#) above) about website visitors: 26 months

I need to keep client information long enough to satisfy HMRC and my insurance company. I keep information on prospective clients long enough to make my sales enquiry system effective.

If you subscribed to a newsletter or updates list, you will remain on the list(s) you joined until you unsubscribe from that list. After you have unsubscribed, your data will be kept by [Mailerlite](#) to ensure you are not re-subscribed incorrectly at any time.

## Your Rights

You have the right to know what information I am collecting about you, and to amend it if it is inaccurate. If you want to know what information I have about you, email me at [hello@streamlinesvirtual.com](mailto:hello@streamlinesvirtual.com) with your name and email address and I will search for any information I hold. I will let you know what this information is and how I have used or am using it. If you feel that I have information I should not be keeping, or it is out of date or otherwise wrong, please let me know and I will take appropriate action.

You have a “right to be forgotten” within legal limits. If you want me to remove information about you, let me know. If you have been a client, I may not be able to remove all data as I will have to ensure that I can continue to comply with legal, accounting and my insurer’s requirements.

## Complaints and Queries

If you have queries about how I use your data, or comments or questions about this Policy, please email me at [hello@streamlinesvirtual.com](mailto:hello@streamlinesvirtual.com).

If you have a complaint about the way I am handling your information or how I have responded to a request for information or removal, you can take this up in the first instance by emailing me at [hello@streamlinesvirtual.com](mailto:hello@streamlinesvirtual.com).

If we can't sort it out, the relevant supervisory authority is the Information Commissioner for the UK. You can contact them at <https://ico.org.uk/make-a-complaint/>.