

TRAIN AV

PRIVACY POLICY

How Train AV Ltd collects, uses and protects personal information

Effective date: 20 August 2026

Train AV Ltd
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Important: This document is a practical privacy-notice draft and should be checked against Train AV Ltd's actual systems, suppliers and retention practices, then reviewed by a qualified UK data-protection adviser before publication.

1. Who we are

Train AV Ltd is a specialist audio visual training company registered in England and Wales under company number 11657692. For the personal information described in this policy, Train AV Ltd will usually act as the data controller. In some customer engagements, particularly where a reseller or end customer supplies delegate details or asks us to manage content on its behalf, our role may instead be that of a data processor acting on the customer's documented instructions.

Privacy enquiries and requests may be sent to trainme@trainav.co.uk or to Train AV Ltd, Unit 8A, Stag Business Park, 164 Christchurch Road, Ringwood, BH24 3AS.

2. Scope of this policy

This policy explains how we handle personal information relating to customers, prospective customers, delegates, website and booking-page users, suppliers, business partners, contractors and other business contacts. It applies to information collected through our website, Microsoft Bookings or other booking methods, email, telephone, forms, contracts, training delivery, commissioning, managed services, events and routine business administration.

3. Personal information we may collect

- Identity and contact information, such as name, job title, employer, business address, email address and telephone number.
- Booking and service information, such as selected service, preferred date, location, delegate numbers, course requirements and attendance information.
- Commercial and financial information, such as quotations, purchase orders, invoices, payment status and transaction records. We do not intend to store full payment-card details where payment is handled by a payment provider.
- Technical and communications information, such as correspondence, support requests, meeting details, IP address, browser information and website or booking-page usage information where available.
- Training and project information, such as course records, platform requirements, feedback, commissioning notes, customer contacts, content instructions and details needed to create user guides or handover documentation.
- Accessibility, dietary, emergency or other support information that an individual chooses to provide so that we can deliver services safely and inclusively. Some of this information may be special category data.
- Images, audio or recordings only where recording has been agreed and appropriate notice or consent has been provided.
- Marketing preferences and records of consent, objection or unsubscribe requests.

We ask customers and channel partners to provide only the personal information that is reasonably necessary for the relevant service.

4. How we collect personal information

- Directly from individuals when they contact us, make a booking, complete a form, attend training, request support, provide feedback or communicate with us.
- From a customer, reseller, distributor, manufacturer, employer or project partner arranging services for delegates or end users.
- From publicly available business sources, professional networking platforms, company websites and event information where relevant to business-to-business activity.
- Automatically through website, booking and communications technologies, subject to applicable cookie and privacy settings.
- From service providers that support our business, where lawful and appropriate.

5. Why we use information and our lawful bases

We use personal information only where we have a lawful basis. The basis depends on the purpose and circumstances of the processing.

Purpose	Lawful basis
Responding to enquiries, preparing quotations and taking steps requested before a contract	Contract or steps before entering a contract; legitimate interests in managing business enquiries.
Managing bookings, delivering training, commissioning, managed services and documentation	Contract; legitimate interests in delivering and administering agreed business services.
Managing delegates, attendance, accessibility and support arrangements	Contract; legitimate interests; and, for special category data voluntarily supplied, explicit consent or another applicable legal condition.
Billing, accounting, tax, fraud prevention and record keeping	Contract; legal obligation; legitimate interests in protecting and administering the business.
Customer service, service improvement, quality assurance and feedback	Legitimate interests in improving services and maintaining quality.
Business-to-business marketing and relationship management	Legitimate interests, or consent where consent is required. Individuals may object or unsubscribe at any time.
Information security, incident management and legal claims	Legal obligation; legitimate interests in protecting systems, people, data and legal rights.
Recording a session or using an identifiable testimonial or case study	Consent, unless another lawful basis is clearly documented before use.

6. Where providing information is necessary

Some information is required to enter into or perform a contract, manage a booking, issue an invoice, provide site access or deliver a safe and suitable service. If required information is not provided, we may be unable to accept or fulfil the booking or may need to limit or postpone the service. Optional information will be identified where practical.

7. Sharing personal information

We may share personal information only where necessary and appropriate with:

- Customers, resellers, distributors, manufacturers, end customers and authorised project contacts involved in arranging or receiving the Services.
- Approved trainers, contractors and professional advisers who need the information to perform their duties and are subject to confidentiality and data-protection obligations.
- IT, cloud, communications, booking, accounting, payment, website, file-storage and support providers acting as service providers or processors.
- Government departments, regulators, law-enforcement bodies, courts or insurers where disclosure is required by law or necessary to protect legal rights.
- A purchaser, investor or adviser in connection with a genuine business sale, reorganisation or due-diligence exercise, subject to suitable safeguards.

We do not sell personal information. Where another organisation acts as an independent controller, its own privacy information will apply to its processing.

8. International transfers

Some technology or service providers may process information outside the United Kingdom. Where this occurs, we will take reasonable steps to ensure that an approved transfer mechanism and appropriate safeguards are in place, such as UK adequacy regulations, the UK International Data Transfer Agreement, the UK Addendum to approved standard contractual clauses, or another lawful mechanism. Individuals may contact us for further information about relevant safeguards.

9. Retention

We retain personal information only for as long as reasonably necessary for the purpose for which it was collected, including satisfying legal, accounting, contractual, insurance and dispute-resolution requirements. We consider the nature, sensitivity, volume and risk of the information when setting retention periods.

Record type	Retention approach
Enquiries and unsuccessful quotations	Normally up to 24 months after the last meaningful contact, unless a longer period is justified.
Customer contracts, quotations, purchase orders and invoices	Normally 7 years after the end of the relevant financial year or contract, to support tax, accounting and legal requirements.
Delegate and training administration records	Normally up to 3 years after delivery, unless the customer contract, accreditation requirement or legal need requires longer.
Project, commissioning and handover records	For the contract period and normally up to 6 years afterwards where needed for support, warranty context or legal claims.
Marketing records	Until consent is withdrawn or an objection is received. A minimal suppression record may then be retained to respect the request.
Session recordings	For the period communicated when the recording is arranged, then securely deleted unless a longer period is agreed and lawful.
Security and breach records	For as long as necessary to demonstrate compliance, investigate incidents and protect legal rights.

These are operating guidelines and may be shortened or extended where a specific contract, law, dispute, safeguarding issue or documented business need requires it. Information that is no longer required will be securely deleted, anonymised or destroyed.

10. Security

We use appropriate technical and organisational measures designed to protect personal information against accidental or unlawful loss, alteration, destruction, unauthorised access or disclosure. Measures include access controls, password protection, multi-factor authentication, encryption where appropriate, malware protection, secure disposal, staff and contractor responsibilities, incident reporting and controls for data used during onsite work. Access is limited to people who reasonably need the information.

No method of transmission or storage is completely secure. If we become aware of a personal data breach, we will assess and manage it in accordance with applicable law and our data breach procedure.

11. Individual rights

Depending on the circumstances, individuals may have the right to:

- be informed about the use of personal information;
- access personal information and receive a copy;
- correct inaccurate or incomplete information;
- request deletion where there is no continuing lawful reason to retain it;
- restrict processing in certain circumstances;
- object to processing based on legitimate interests or to direct marketing;
- receive certain information in a portable format;
- withdraw consent at any time where processing relies on consent, without affecting earlier lawful processing; and
- raise a concern with the Information Commissioner's Office.

To exercise a right, contact trainme@trainav.co.uk. We may need to verify identity and clarify the request. Rights are subject to legal conditions and exemptions, and some information may need to be retained despite a request.

12. Marketing communications

We may send relevant business-to-business updates about training, commissioning, managed services, room handover, documentation and related Train AV services where permitted by law. Each electronic marketing message will provide a way to unsubscribe where required. Individuals may object to direct marketing at any time by contacting us or using the unsubscribe method provided. Service and transactional messages may still be sent where necessary to administer an enquiry, booking or contract.

13. Cookies and website technologies

Our website and third-party services may use cookies or similar technologies. Essential technologies may be required for security, functionality or booking. Non-essential analytics or marketing technologies should be used only in accordance with applicable consent requirements. Detailed information about active cookies, providers, purposes and durations should be maintained in a separate Cookie Policy or consent-management tool linked from the website.

14. Children and safeguarding

Our services are intended primarily for organisations and adult professional learners. We do not knowingly use children's personal information for marketing. Where a service involves a child or young person, the customer must inform us in advance so that appropriate contractual, privacy and safeguarding arrangements can be agreed. We will collect only the minimum information needed and will apply additional care and access restrictions.

15. Automated decision-making

We do not currently intend to make decisions that produce legal or similarly significant effects solely through automated processing. If this changes, we will provide the information required by law before beginning that processing.

16. Complaints

Please contact us first so that we can investigate and try to resolve any concern. Individuals also have the right to complain to the Information Commissioner's Office, the UK supervisory authority for data protection. Current contact and complaint information is available from the ICO website.

17. Changes to this policy

We may update this policy to reflect changes in law, guidance, services, systems or suppliers. The current version should be published with its effective date. Where a change materially affects how personal information is used, we will take reasonable steps to draw attention to the change before the new processing begins.

18. Contact details

Train AV Ltd
Unit 8A, Stag Business Park
164 Christchurch Road
Ringwood
BH24 3AS
Email: trainme@trainav.co.uk
Telephone: 01425 563719
Company number: 11657692

Before publishing

- Confirm the privacy contact or DPO title and email.
- Confirm all software suppliers, processors and any overseas hosting locations.
- Check that the retention periods match actual operational practice.

- Publish or update a separate Cookie Policy and consent controls.
- Add the ICO registration number if Train AV Ltd is registered and wishes to display it.
- Obtain UK legal or data-protection review.