

Pitch Factory Limited - Customer Privacy Notice

This privacy notice tells you what to expect us to do with your personal information.

Contents

1. Contact details
2. What information we collect, use, and why
3. Lawful bases and data protection rights
4. Where we get personal information from
5. How long we keep information
6. How to complain

1. Contact details

The person who is the data controller at Pitch Factory Limited is Tony Treacy, Managing Director who can be contacted by email at: tony.treacy@pitchfactory.com

2. What information we collect, use, and why

We collect or use the following information to provide services and goods, including delivery:

- a. Names and business contact details
- b. Business addresses
- c. Purchase or account history
- d. Photographs or video recordings
- e. Call recordings
- f. Records of meetings and decisions
- g. Contracts and confidentiality agreements

We collect or use the following information for service updates or marketing purposes:

- a) Names and business contact details
- b) Business addresses
- c) Marketing preferences
- d) Recorded images, such as photos or videos, and marketing communication
- e) Purchase or viewing history
- f) Records of consent, where appropriate

3. Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible lawful bases in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are set out in brief below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

- a. Your right of access - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. Read more about the right of access.
- b. Your right to rectification - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. Read more about the right to rectification.
- c. Your right to erasure - You have the right to ask us to delete your personal information. Read more about the right to erasure.

- d. Your right to restriction of processing - You have the right to ask us to limit how we can use your personal information. Read more about the right to restriction of processing.
- e. Your right to object to processing - You have the right to object to the processing of your personal data. Read more about the right to object to processing.
- f. 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. Read more about the right to data portability.
- g. Your right to withdraw consent – When we use consent as our lawful basis you have the right to withdraw your consent at any time. Read more about the right to withdraw consent.

If you make a request, we must respond to you without undue delay and in any event within one month. To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

4. Where we get personal information from

Our lawful bases for collecting or using personal information to provide services and goods are:

- a. Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- b. Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.

Our lawful bases for collecting or using personal information for service updates or marketing purposes are:

- a) Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- b) Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.

Where we get personal information from

- c) Directly from you

5. How long we keep information

In order to provide services and goods we keep information as follows:

- a) Names and business contact details - indefinitely
- b) Business addresses - indefinitely
- c) Purchase or account history - indefinitely
- d) Photographs or video recordings – 12 months
- e) Call recordings – 12 months
- f) Records of meetings and decisions – 12 months
- g) Contracts and confidentiality agreements - indefinitely

For service updates or marketing purposes we keep information as follows:

- a) Names and business contact details - indefinitely
- b) Business addresses - indefinitely
- c) Marketing preferences - indefinitely

- d) Recorded images, such as photos or videos, and marketing communication – 12 months
 - e) Purchase or viewing history – 12 months
 - f) Records of consent, where appropriate – indefinitely
- For more information on how long we store your personal information or the criteria we use to determine this please contact us using the details provided above.

6. How to complain

If you have any concerns about our use of your personal information, you can make a data protection complaint to us:

- a. Insert clear details of how people can make a data protection complaint to you here. Include specific contact details (for example, an email address, telephone number, postal address, or a link to an online form).
- b. If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO, Head Office, 4th Floor, No.3 Circle Square, 5 Hawkshaw Street, Manchester. M1 7BL
Helpline number: 0303 123 1113
Website: <https://www.ico.org.uk/make-a-complaint>