

Privacy Policy for Apex Business Support

Who are we?

Apex Business Support is a small business enterprise that helps with website development and design; also with any marketing requirements. Please [click here](#) to view Paul Nichol's profile information.

What is personal information?

Personal information is any data that identifies you as an individual. This could include; name, address, email address, bank information (when purchasing from us) etc.

How do we use your information?

We use your personal information to:

- Respond to your requests
- Update any website amendments
- Send you occasional newsletters
- Send you tip sheets, helpful business advice and other offers
- Take payment (via the PayPal secure site)

We look after your personal information and keep it secure using password protected "database software" and will never pass your details to third parties for marketing.

Lawful basis for processing

The lawful basis will depend on why we are processing your information. We use the following:

- **Consent** – where you have given us your consent to send you our newsletter or other information by email, according to what you have requested.
- **Contract** – where you have purchased a website, service or other product from us.
- **Legal Obligation** – to HMRC to retain invoices for auditing purposes.

- **Legitimate Interest** – where it is in our legitimate interest to contact you with further relevant information and where it does not affect your rights as an individual (Refer to '[Rights of Individuals](#)' below). For example, where you have given an outline for a potential website, but not yet decided to go ahead with the project. We will keep this information for 18 months, so we have all your details and information to hand, if you decide to accept our services. If you decide not to use these services, we will then delete these outlines.

How long do we keep your information

We will not keep your information for longer than necessary. When we no longer have a lawful basis for storing your information, we will delete it.

Do we share your information

We never share your details with any third parties except where we need to do so to fulfil a purpose, such as sending an email using web service.

Your rights

Under data protection regulations, you have certain rights as follows:

- **'Right to be informed'** means we will be completely clear and transparent about how we plan to use your personal information.
- **'Right of access'** means you can request a copy of the personal information we hold about you and we will provide it within one month.
- **'Right to rectification'** means you can ask us to update or amend the information we hold about you, if it is incorrect.
- **'Right to restrict processing'** means you can ask us to change, restrict or stop the way we are using your information.
- **'Right to erasure'** (or 'right to be forgotten') means you can ask us to remove your personal information from our records.
- **'Right to object'** means you can object to us using your information for marketing purposes.
- **'Right to data portability'** means you can obtain and reuse your personal data for your own purposes.

- ***‘Right not to be subject to automated decision making’*** means if we use systems to make a decision about you, you have the right to ask for a person to intervene, that then may change the outcome.
- ***‘Right to lodge a complaint with a supervisory authority’***, such as Fundraising Regulator or the Information Commissioner’s Office (ICO), if you are not satisfied with our response to your request, or you feel we are not using your information correctly.

How we use Cookies

We only use ‘third party’ cookies to collect information about the IP address of all our website visitors, using Google Analytics, in order to see how our website is used and monitor site traffic, so we can improve and develop the design and content of our site.

How to contact us

You can write to us at the following address:

Apex Business Support
20 Furlong Close
Swindon
SN25 1QP

You can phone on:

07748 506 081

Please email:

Paul@apexbusinesssupport.com

Via our website:

www.apexbusinesssupport.com