



## Privacy Notice

**This notice was last updated in April 2022**

Geo Smart Decisions is fully committed to protecting and respecting your privacy. This privacy notice (and any documents referred to within it) sets out how we look after and protect the personal information you provide to us. This includes what you tell us about yourself, what we learn by having you as a customer, and the choices you give us about what marketing communications you want us to send you.

### How we collect your data

Geo Smart Decisions collects data about you. This includes but is not limited to your name, the organisation you work for, and your professional business contact details such as e-mail address, telephone numbers and postal address as well as information you provide to us through our website contact form and other correspondence.

We collect this data when you:

- contact us on behalf of your organisation to request information about our services;
- engage our services on behalf of your organisation;
- meet professionally with a member of the Geo Smart Decisions team and exchange contact information;
- visit our web site and provide information on our web site contact form.

You will be asked whether you agree to the use of cookies on our website. Cookies are simple text files that are stored on the device you used to access the website by a website's server. These files cannot be used to identify the visitor personally. They are used on the Geo Smart Decisions Limited website to capture statistics on usage.

The following types of cookies are used on the Geo Smart Decisions Limited website:

- **Session Cookies:** These basic cookies are used to carry out the essential functions on websites, such as website to identify you as a user, remember you from page to page within the website and maintaining log in details for the session or a transaction. These expire as soon as you close your browser, or after a short period of typically 20 minutes of inactivity.
- **Persistent Cookies:** These are the small text files that are dropped into the cookies folder of your web browser by the website. They can contain information to record specific browsing information such as how you reached the website, the pages you view, options you select, and the path you have taken through the site. These typically remain in your cookies folder.

The visitor can choose to restrict cookies through their browser settings at any time.

## Use of Data

We may use your personal information or contact you by mail, telephone, email or other electronic messaging service with information, products or services for the following purposes:

What we use your personal information for	Our reasons	Our legitimate interests
To develop, maintain and manage our relationship with you and your business.  To ensure we meet our clients' expectations and needs.  To learn how our customers use services from us.  To provide advice or guidance about our services.	Your consent.  Fulfilling contracts.  Our legitimate interests.  Our legal duty.	Keeping our records up to date, working out which of our services may interest you and telling you about them.  Defining types of customers for new services.  Being efficient about how we fulfil our legal duties.
To manage how we work with you and your organisation to deliver our services  To manage how we work with third party companies that provide services to us and our clients.	Fulfilling contracts.  Our legitimate interests.  Our legal duty.	Developing products and services, and what we charge for them.  Defining types of customers for new services.  Being efficient about how we fulfil our legal and contractual duties.
To manage risk for us and our customers.  To obey laws and regulations that apply to us.  To respond to complaints and seek to resolve them.	Fulfilling contracts.  Our legitimate interests.  Our legal duty.	Developing and improving how we deal with financial crime, as well as doing our legal duties in this respect.  Complying with regulations that apply to us.  Being efficient about how we fulfil our legal and contractual duties.
To run our business in an efficient and proper way. This includes managing our financial position, business capability, planning, communications, corporate governance, and audit.	Our legal duty.	Complying with regulations that apply to us.  Being efficient about how we fulfil our legal and contractual duties.
To exercise our rights set out in agreements or contracts.	Fulfilling contracts.	

## Links

Our website or other communications materials may, from time to time, may contain links to and from other websites operated by third parties. These are provided for your information and convenience only. Please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. We recommend you check these policies before you submit any personal information to these websites.

## **Disclosure of Data**

We process data in accordance with the EU General Data Protection Regulation (GDPR). We may disclose your data to other third parties who act for us in order to provide the information you have requested. Unless required to do so by law, we will not otherwise share, sell or distribute the data you provide to us without your consent.

## **How to withdraw your consent**

You can withdraw your consent at any time. Please contact us if you wish to do so at [info@geosmartdecisions.co.uk](mailto:info@geosmartdecisions.co.uk).

If you withdraw your consent, we may not be able to provide certain services to you. If this is so, we will inform you.

## **Your Rights**

You have the right to ask for a copy of the data we hold on you in our records. You also have the right to require us to correct any inaccuracies in your data or delete your data. You can access your personal information we hold by emailing us at [crona.hodges@geosmartdecisions.co.uk](mailto:crona.hodges@geosmartdecisions.co.uk).

## **How to Complain**

Please let us know if you are unhappy with how we have used your personal information. You can contact us at [crona.hodges@geosmartdecisions.co.uk](mailto:crona.hodges@geosmartdecisions.co.uk)

You also have the right to complain to the Information Commissioner's Office. Find out on more on their website: <https://ico.org.uk/concerns/>

## **Changes to Policy**

Any changes to this policy will be posted on our Privacy Policy Notice – link on our website.