
PRIVACY POLICY

BACKGROUND:

Byte by Byte Ltd. understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of everyone who visits this website, www.bytebybyte.co.uk ("Our Site") and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

Please take the time to read this Privacy Policy carefully and ensure you fully understand its contents. By continuing to use our services, you are acknowledging and accepting this Privacy Policy.

1. Information About Us

Our Site is owned and operated by Byte by Byte Ltd, a Limited Company registered in England under company number 16056108.

Registered address: 4 Redstone Park, RH1 4AT.

Main trading address: 4 Redstone Park, RH1 4AT.

VAT number: 479426153.

Data Protection Officer: Robert Trueman.

Email address: info@bytebybyte.co.uk.

Telephone number: 01737 944615.

Postal address: 4 Redstone Park, RH1 4AT.

2. What Does This Policy Cover?

This Privacy Policy applies only to your use of Our Site. Our Site may contain links to other websites. Please note that we have no control over how your data is collected, stored, or used by other websites and we advise you to check the privacy policies of any such websites before providing any data to them.

3. What Is Personal Data?

Personal data is defined by the UK GDPR and the Data Protection Act 2018 (collectively, "the Data Protection Legislation") as 'any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier'.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

4. What Are My Rights?

Under the Data Protection Legislation, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data. This Privacy Policy should tell you everything you need to know, but you can always

contact us to find out more or to ask any questions using the details in Part 12.

- b) The right to access the personal data we hold about you. Part 11 will tell you how to do this.
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in Part 12 to find out more.
- d) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we hold. Please contact us using the details in Part 12 to find out more.
- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to us using your personal data for a particular purpose or purposes.
- g) The right to withdraw consent. This means that, if we are relying on your consent as the legal basis for using your personal data, you are free to withdraw that consent at any time.
- h) The right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask us for a copy of that personal data to re-use with another service or business in many cases.
- i) Rights relating to automated decision-making and profiling. We do not use your personal data in this way.

For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in Part 12.

It is important that your personal data is kept accurate and up-to-date. If any of the personal data we hold about you changes, please keep us informed as long as we have that data.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office. we would welcome the opportunity to resolve your concerns ourselves, however, so please contact us first, using the details in Part 12.

5. What Data Do You Collect and How?

Depending upon your use of Our Site, we may collect and hold some or all of the personal data set out in the table below, using the methods also set out in the table. we do not collect any 'special category' or 'sensitive' personal data or personal data relating to children or data relating to criminal convictions and/or offences.

Data Collected	How we Collect the Data
Identity Information including name and title.	We collect your data via email, phone, or in person. This information is necessary to provide quotes and invoices
Contact information including email address,	We collect your data through our website's

telephone number and address.	contact form, email, phone, or in person. This information is necessary for providing quotes and invoices
Business information including business name, job title and profession.	We collect your data via email, phone, or in person. This information is necessary for providing quotes to businesses
Payment information including card details or bank details.	We collect your data through email, phone, or in person.
Profile information including purchase history.	We collect your data when you make a purchase directly from us.
Technical information including laptop model and serial number, case type, motherboard manufacturer and serial number, CPU type, memory type, HDD/SSD model and size, optical drive model and size, graphics card model, sound card model, power supply model, monitor model and serial number, mouse type, keyboard type, operating system, antivirus, browser, any software we are asked to troubleshoot, install or reinstall, BitLocker keys and device / user passwords.	We collect your data when providing quotes for work, supplying new or replacement devices or components, or receiving a device for repair

6. How Do You Use My Personal Data?

Under the Data Protection Legislation, we must always have a lawful basis for using personal data. The following table describes how we may use your personal data, and our lawful bases for doing so:

What we Do	What Data we Use	Our Lawful Basis
Administering our business.	Name, Title, Email Address, Address, Phone Number, Business Name, Business Number, Business Email and Business Address.	We process personal data under the lawful basis of legitimate interests to provide quotes and invoices as part of our business operations. This processing is necessary to manage customer requests and fulfil our obligations, while respecting your rights and privacy
Supplying our products and services to you.	Name, Title, Email Address, Address, Phone Number, Business Name, Business Number, Business Email and Business Address.	We process personal data under the lawful basis of legitimate interests to provide goods and services as part of our business operations. This processing is necessary to manage customer requests and fulfil our obligations, while

		respecting your rights and privacy
Managing payments for our products and services.	Name, Title, Email Address, Address, Phone Number, Business Name, Business Number, Business Email and Business Address.	We process personal data under the lawful basis of legitimate interests to manage payments for our products and services. This processing is necessary to fulfil our contractual obligations and ensure smooth business operations, while safeguarding your rights and privacy.
Communicating with you.	Name, Title, Email Address, Address, Phone Number, Business Name, Business Number, Business Email and Business Address.	We process personal data under the lawful basis of legitimate interests to maintain communication with you. This processing is necessary to respond to your enquiries, provide updates, and ensure effective customer service, while safeguarding your rights and privacy.

With your permission and/or where permitted by law, we may also use your personal data for marketing purposes, which may include contacting you by email or telephone with information, news, and offers on our services. You will not be sent any unlawful marketing or spam. we will always work to fully protect your rights and comply with our obligations under the Data Protection Legislation and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out. we will always obtain your express opt-in consent before sharing your personal data with third parties for marketing purposes and you will be able to opt-out at any time.

we will only use your personal data for the purpose(s) for which it was originally collected unless we reasonably believe that another purpose is compatible with that or those original purpose(s) and need to use your personal data for that purpose. If we do use your personal data in this way and you wish us to explain how the new purpose is compatible with the original, please contact us using the details in Part 12.

If we need to use your personal data for a purpose that is unrelated to, or incompatible with, the purpose(s) for which it was originally collected, we will inform you and explain the legal basis which allows us to do so.

In some circumstances, where permitted or required by law, we may process your personal data without your knowledge or consent. This will only be done within the bounds of the Data Protection Legislation and your legal rights.

7. **How Long Will You Keep My Personal Data?**

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Your personal data will therefore be kept for the following periods (or, where there is no fixed period, the following factors will be

used to determine how long it is kept):

Type of Data	How Long we Keep It
Identity Information including name and title.	We retain identity information, such as your name and title, for as long as necessary to manage our relationship with you, provide services, and comply with legal obligations. This information is typically retained for up to 6 years after the end of our relationship to meet financial record-keeping and contractual requirements, after which it is securely deleted or anonymised.
Contact information including email address, telephone number and address.	We retain contact information to communicate with you and provide our services. This information is kept for as long as necessary to manage our relationship, typically up to 6 years after the conclusion of our business dealings, in line with legal and financial obligations. If contact details are used for marketing purposes, they will be retained until you opt out or request their deletion.
Business information including business name, job title and profession.	We retain business information to facilitate our services and manage professional relationships. This information is kept for the duration of our engagement and up to 6 years afterward to fulfil legal, financial, and contractual obligations. It will then be securely deleted or anonymised unless required for ongoing business purposes.
Payment information including card details or bank details.	We retain payment information only for as long as necessary to process transactions, manage refunds, or comply with legal obligations, such as financial record-keeping. Card details are not stored by us directly but may be securely processed by our payment provider. Bank details are retained securely for up to 6 years after the transaction or end of the business relationship."
Profile information including purchase history.	We retain profile information, including purchase history, for as long as necessary to manage your account, provide customer support, or comply with legal obligations. Purchase history is typically retained for up to 6 years to meet financial record-keeping requirements, after which it is securely deleted or anonymised.
Technical information including laptop model and serial number, case type, motherboard	We retain technical information about your devices and systems only for as long as

<p>manufacturer and serial number, CPU type, memory type, HDD/SSD model and size, optical drive model and size, graphics card model, sound card model, power supply model, monitor model and serial number, mouse type, keyboard type, operating system, antivirus, browser, any software we are asked to troubleshoot, install or reinstall, BitLocker keys and device / user passwords.</p>	<p>necessary to provide the requested services, resolve queries, or comply with legal obligations. Sensitive information, such as passwords and BitLocker keys, is deleted immediately after the service is completed unless you explicitly request otherwise. Other technical details may be retained for up to 6 years as part of our service records, after which they are securely deleted or anonymised.</p>
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8. **How and Where Do You Store or Transfer My Personal Data?**

We will only store your personal data in the UK. This means that it will be fully protected under the Data Protection Legislation.

We ensure that your personal data is protected under binding corporate rules. Binding corporate rules are a set of common rules which all our group companies are required to follow when processing personal data. For further information, please refer to the [Information Commissioner's Office](#).

The security of your personal data is essential to us, and to protect your data, we take a number of important measures, including the following:

- limiting access to your personal data to those employees, agents, contractors, and other third parties with a legitimate need to know and ensuring that they are subject to duties of confidentiality;
- procedures for dealing with data breaches (the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, your personal data) including notifying you and/or the Information Commissioner's Office where we are legally required to do so.

9. **Do You Share My Personal Data?**

We will not share any of your personal data with any third parties for any purposes, subject to the following exceptions.

If we sell, transfer, or merge parts of our business or assets, your personal data may be transferred to a third party. Any new owner of our business may continue to use your personal data in the same way(s) that we have used it, as specified in this Privacy Policy.

In some limited circumstances, we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

10. **Can I Withhold Information?**

You may access certain areas of Our Site without providing any personal data at all. However, to use all features and functions available on Our Site you may be required to submit or allow for the collection of certain data.

11. **How Can I Access My Personal Data?**

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This

is known as a “subject access request”.

All subject access requests should be made in writing and sent to the email or postal addresses shown in Part 12.

There is not normally any charge for a subject access request. If your request is ‘manifestly unfounded or excessive’ (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

we will respond to your subject access request within one month of receiving it. Normally, we aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from the date we receive your request. You will be kept fully informed of our progress.

12. **How Do I Contact You?**

To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the following details:

Email address: sar@bytebybyte.co.uk.

Telephone number: 01737 944615.

Postal Address: 4 Redstone Park, RH1 4AT.

13. **Changes to this Privacy Policy**

We may change this Privacy Policy from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

Any changes will be immediately posted on Our Site and you will be deemed to have accepted the terms of the Privacy Policy on your first use of Our Site following the alterations. we recommend that you check this page regularly to keep up-to-date. This Privacy Policy was last updated on 02/12/2024.

14. **Attribution**

This Privacy Policy has been created using a document template from www.simply-docs.co.uk.