

Revised May 2018

PRIVACY POLICY

Privacy Policy

We keep our privacy notice under regular review, and we will reflect any updates within this notice.

Your information will be held by London & Midlands Management Services.

This privacy notice is to let you know how we promise to look after your personal information.

This privacy notice applies to all individuals or users whose personal data is processed by us either directly or using our website www.mailaddressservice.co.uk.

We are

Affirmative Action (UK) Limited trading as London & Midlands Management Services Watling Chambers 214 Watling Street Cannock Staffordshire England WS11 0BD Company registration number is 1645434.

We provide a virtual mailbox address service, virtual office address service, business mail address, private mail address or registered office address services to customers, businesses, limited companies and private individuals across the UK.

No person under the age of 18 years old is permitted to use our website or service.

The policy has also been written to meet the requirements of the General Data Protection Regulation (GDPR).

London & Midlands Management Services is registered with the Information Commissioner's Office (ICO) under reference number: Z7454045

How we collect your information

This privacy policy sets out how we may obtain information from you through our website, mobile applications, facsimile, telephone, mobile phone or other similar devices or postal applications used and accepted by us.

We use and protect any information that you give us and are committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified, then you can be assured that it will only be used in accordance with this privacy statement.

We may change this policy from time to time by updating this page and the revised version will be posted on our website www.mailaddressservice.co.uk. You should check this page from time to time to ensure that you are happy with any changes.

What we collect

We will only collect the necessary information from you that we need to provide you with our services as required.

We may collect the following information:

Your name, job title, home address and postcode, age, nationality, gender, photograph, passport, driver's license, contact information including email address, telephone number, mobile phone or any other information to establish your personal identity, or other information relevant to customer needs such as business email address, business telephone number, business mobile phone, business facsimile, registered office address and company registration number (if applicable) or any other information to establish your business identity.

What we do with the information we gather

We require this information to understand your needs and provide you with a better service, and for the following reasons:

You have given clear consent for us to process your personal data for a specific purpose.

The processing is necessary for a contract we have with you, or because you have asked us to take specific steps before entering into a contract.

The processing is necessary for us to comply with the law (not including contractual obligations).

The processing is necessary for our legitimate interests or the legitimate interests of a third party unless there is a good reason to protect the individual personal data which overrides those legitimate interests.

Internal record keeping.

We may use the information to improve our products and services.

We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.

From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail.

We may use the information to customize our website.

To process your application form and submit presentation to you for approval.

For fraud prevention.

For our own marketing.

To notify you about changes to our products and services.

For statistical analysis.

To carry out identity reference checks.

In addition to the above, we may disclose your personal information to third parties:

To prepare or send any communications to you, or to assist us in connection with any of our administrative or business functions, or in the provision of any of our services to you to our agents, staff and approved third parties to carry out services for us

If we or substantially any of our assets, are acquired by a third party, in which case personal data held by us about our customers will be one of the transferred assets

To enforce or apply our Website Terms of Use and other agreements; or to protect the rights, property, or safety of London & Midlands Management Services, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection.

Where permitted by data protection and privacy law, we may disclose information about you, including electronic identifiers (such as IP addresses) and

(a) if required or permitted to do so by law

(b) if required to do so by any court, the Information Commissioners Office (ICO) or any other applicable regulatory, compliance, Government, or law enforcement agency

(c) if necessary, in connection with legal proceedings or potential legal proceedings.

We may also share your details with members of our affiliated companies who may use your information for the purposes detailed in this Policy.

Security

We are committed to ensuring that your information is secure. To prevent unauthorized access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online. If you send us an email from your private mailbox, we cannot guarantee the security of the content. For that reason, please do not send an unsecured email with confidential information such as your national insurance number or bank account details. Likewise, if we send an email to your

mailbox, for example to reply to an enquiry, once the email has left us, we cannot guarantee it will stay private. This means that we will not accept responsibility for the security of emails outside our systems or accept liability if anything happens to your email (for example, if they are intercepted) outside our systems. If you ask us to email you information that is personal or confidential, we may need to ask you for extra information to check your identity and to give your authority to send that information to you. We must do this under the General Data Protection Regulation.

How long we keep your information

We use your personal information only to send you the information you have requested from us. Unless your enquiry results in the purchase of a product your personal details will be deleted from our systems 12 months after the conclusion of your enquiry.

When you purchase a service or product from us, we will use the data supplied to fulfil your order. Where this involves the provision of an ongoing service, we will hold your details securely for the duration of the agreement. Your personal details will be deleted from our systems 12 months after the conclusion of the service or product purchased.

We are also required by law, under HMRC rules to hold records for mail address service customers for a period of 5 years after the termination of the service, to comply with anti-money laundering regulations.

Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.

We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

Third party websites. Our website and social media pages may contain links to websites operated by third parties. We are not responsible for privacy notices, policies, services offered, or other site content displayed on third party websites.

You may request details of personal information which we hold about you under the General Data Protection Regulation (GDPR). If you would like a copy of the information held on you, please write to London & Midlands Management Services Watling Chambers 214 Watling Street Cannock Staffordshire WS11 0BD.

If at any point you believe retained information is incorrect you can request to see this information, and have it corrected and possibly deleted. Providing you with this information is free of charge, but charges may apply for excessive requests.

If you wish to raise a complaint on how we have handled your personal data, you can contact our Customer Service Department who will investigate the matter.

Where relevant, you have the right to withdraw consent at any time and this means that we cannot process your data provided without your consent.

If you are not satisfied with our response or believe we are processing your personal data not in accordance with the law, you can complain to the Information Commissioner's Office (ICO)