



PRIVACY POLICY

neilturnham.com is a brand of [PurposeFused \(UK\) Limited](#). PurposeFused (UK) Limited is committed to data security and the fair and transparent processing of personal data. This privacy notice sets out how we will treat the personal data which you provide to us in compliance with applicable data protection law, the General Data Protection Regulation (EU) 2016/679 (GDPR).

Please read this notice carefully as it contains important information on who we are, how and why we collect, store, use and share personal data, your rights in relation to your personal data, how to contact us and supervisory authorities in the event that you would like to report a concern about the way in which we process your data.

Who are we?

PurposeFused (UK) Limited is a registered company (registered company number 13256458). Our registered address is 85 Great Portland Street, First Floor, London, W1W 7LT, United Kingdom. You can contact us using neil@purposefused.com

Along with its sister business PurposeFused Limited LLC in Colorado, USA, PurposeFused (UK) Limited owns and operates www.purposefused.com For the purposes of the GDPR, PurposeFused (UK) is the 'controller' of the personal data you provide to us as a client or potential client of PurposeFused (UK) Limited, including through our website, events, or other online or paper-based form.

What personal data do we collect?

We may collect and process the following personal data:

Information you provide to us

If you:

- complete a form on our website
- correspond with us by phone, e-mail, or in writing
- report a problem
- enter into a contract with us to receive services, we may collect
- your name, e-mail address, postal address, telephone/mobile number and job role. Contact data for your company that may include billing address, email address and telephone numbers



Information about other people

If you provide information to us about any person other than yourself, such as your relatives, next of kin, your advisers or your suppliers, you must ensure that they understand how their information will be used, and that they have given their permission for you to disclose it to us and for you to allow us, and our outsourced service providers, to use it.

How do we use your personal data?

When we ask you to supply us with personal data, we will make it clear whether the personal data we are asking for must be supplied so that we can provide the products and services to you, or whether the supply of any personal data we ask for is optional.

Contract performance:

We may use your personal data to fulfil a contract, or take steps linked to a contract to:

- provide the products and/or services to you
- communicate with you in relation to the provision of the contracted products and services
- provide you with administrative support such as responding to issues
- provide you with industry information, surveys and additional information related to the core and additional products and/or services.

Legitimate interests:

Where this is necessary for purposes which are in our legitimate interests.

These interests are:

- related to products and services
- communicating with you in relation to any issues, complaints, or disputes
- improving the quality of experience when you interact with our products and/or services
- You have the right to object to the processing of your personal data based on legitimate interests as set out below, under the heading Your rights.

Consent:

Where required by law: we may also process your personal data if required by law, including responding to requests by government or law enforcement authorities, or for the prevention of crime or fraud.

**Who do we share your personal data with?**

We may also share your personal data with trusted third parties. This will not be for marketing purposes but may include:

- Legal and other professional advisers, consultants, and professional experts directly in relation to the services we provide you
- We will ensure there is a contract in place with the categories of recipients listed above which include obligations in relation to the confidentiality, security, and lawful processing of any personal data shared with them.
- We will share personal data with law enforcement or other authorities if required by applicable law.

How long will we keep your personal data?

Where there is a contract between us, we will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements. When the retention period has expired, we will permanently delete your personal data from our record keeping system.

Where do we store your personal data and how is it protected?

- We take reasonable steps to protect your personal data from loss or destruction.
- We also have procedures in place to deal with any suspected data security breach.
- We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.
- Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your personal data transmitted to our site; any transmission is at your own risk. Once we have received your personal data, we will use strict procedures and security features to try to prevent unauthorised access.



Your rights

Under the GDPR, you have various rights with respect to our use of your personal data detailed below.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response. Your rights include:

Right to access

You have the right to request a copy of the personal data that we hold about you by contacting us at the email or by post at our registered address. Please include with your request information that will enable us to verify your identity. We will respond with 30 days of request. Please note that there are exceptions to this right. We may be unable to make all information available to you if, for example, making the information available to you would reveal personal data about another person, if we are legally prevented from disclosing such information, or if your request is manifestly unfounded, excessive or repetitive.

Right to rectification

We aim to keep your personal data accurate and complete. We encourage you to contact us to let us know if any of your personal data is not accurate or changes, so that we can keep your personal data up-to-date.

Right to erasure

You have the right to request the deletion of your personal data where, for example, the personal data are no longer necessary for the purposes for which they were collected, where you withdraw your consent to processing, where there is no overriding legitimate interest for us to continue to process your personal data, or your personal data has been unlawfully processed. If you would like to request that your personal data is erased, please contact us.

Right to object to processing

In certain circumstances, you have the right to object to the processing of your personal data where, for example, your personal data is being processed based on legitimate interests and there is no overriding legitimate interest for us to continue to process your personal data. If you would like to object to the processing of your personal data, please contact us.

**Right to data portability**

In certain circumstances, you have the right to request that some of your personal data is provided to you, or to another data controller, in a commonly used, machine-readable format. This right arises where you have provided your personal data to us, the processing is based on consent or the performance of a contract, and processing is carried out by automated means. If you would like to request that your personal data is ported to you, please contact us.

Please note that the GDPR sets out exceptions to these rights. If we are unable to comply with your request due to an exception, we will explain this to you in our response.

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

Access to Data

You have the right to be told what personal information we hold about you on our databases. You should write to us at PurposeFused (UK) Limited, 85 Great Portland Street, First Floor, London, W1W 7LT stating your full name and your address and detail your request.

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