



This Privacy Notice governs the manner in which BLEND Associates Limited collects, uses, maintains and discloses Personal Data. Blend Associates Limited is a company registered in England (company no. 08815945) and with its registered address at 217a Newmarket Road, Norwich, NR4 7LA, England (“BLEND”).

By “**Personal Data**” we refer to information collected or held by BLEND, that identifies and relates to you as an individual.

BLEND understands the importance of protecting the Personal Data you provide to us. This Privacy Notice sets out what Personal Data we hold, the appropriate safeguards we put in place to protect your information and the rights available to you in relation to this information.

BLEND is the data controller (‘data controller’ having the meaning set out in the Data Protection Act 2018 and, to the extent that it is applicable to the United Kingdom, the General Data Protection Regulation (EU 2016/679)) in respect of any Personal Data you may provide to us or any Personal Data provided to us by a third party in the course of our business operations.

We confirm that any Personal Data we hold on your behalf will be held in accordance with the registration we have with the Information Commissioners Office. Our current registration number is: ZA131985.

## Information collected

We collect the following information:

- information you provide directly to BLEND via the contact page on the website:
  - Name;
  - Email address; and
  - Any supplementary information you volunteer in your initial contact;
- when you communicate with us directly in person or via another form of communication for customer service or other purposes (e.g. by emails, phone calls, tweets, etc.), we retain such information and our responses to you in the records of your account;
- as part of any survey you complete via the ‘Smart Survey’ tool. We will provide you with notice of how the information will be used prior to your participation;
- information related to professional development collected during participation in coaching sessions as part of our service provision; and
- information related to the Myers-Briggs Type Indicator collected via online self-reporting survey tools.

## Use of Personal Data

We process Personal Data collected for the purposes of:

- responding to your requests and communicating with you;
- enabling us to provide the coaching or strategy service we have been contracted to perform;
- carrying out customer and marketing research; and
- improving our website and ensuring it runs smoothly.

We never sell Personal Data collected or use your Personal Data for any other purposes than those stated above.

All of the above purposes are conducted for the reason of performing a contract to which BLEND has been engaged by a client. Where we request consent for collection of information, we will always ensure you are notified of your rights in relation to this information (please see the ‘Personal Data and your rights’ section below).

## Sharing your Personal Data

If you are an employee of the lead client and have provided Personal Data directly to us as part of our coaching or strategy service, it is intended that this information will be shared with the lead client unless explicitly agreed otherwise.

We may use carefully selected sub-processors to help us collect, store or manage your information.

Where you have agreed to receive marketing information, we may use a third party to provide you with these updates and promotions.

We may disclose your Personal Data to a statutory body when we are under a legal obligation to do so.



All of the information we collect is held in servers locally or in data centres located within the EEA. We do not transfer any of your information outside of the EEA at any time.

## Security

BLEND takes the processing of your information very seriously and will use your information only in accordance with the terms of this Privacy Notice. We shall take all reasonable steps to protect your Personal Data from accidental or unauthorised access, alteration, loss, destruction or disclosure.

All the Personal Data collected by us and stored electronically is held on a secure server in the EEA only. Where required, this information is encrypted for additional security. We use computer safeguards such as firewalls and data encryption, we enforce physical access controls to our buildings and files, and we authorise access to Personal Data only for those employees who require it to fulfil their job responsibilities.

## Retaining your Personal Data

We will only retain your Personal Data for as long as is necessary to perform the purpose for which it was collected.

As standard we only collect information to enable us to complete the time limited specific contract we have been engaged to perform. Once we submit the final report to the client, our practice is to erase all Personal Data that we no longer need unless required by law to retain for a longer period.

## Personal Data and your rights

You have rights in relation to any Personal Data that we hold about you. If you wish to access your Personal Data you may make a formal subject access request by contacting BLEND.

The information you request must relate to you or another person that you have authority to act on their behalf. BLEND will require a confirmation of your ID prior to providing any information about the data we hold. If you are unable to provide sufficient information to prove your ID, BLEND reserves the right to refuse your request for access to Personal Data. The rights you have in relation to the Personal Data we hold regarding you are:

- the right to rectify any inaccuracies in the information we hold;
- the right to erasure of information in specific circumstances;
- the right to request transfer of your information to another controller; and
- the right to object to processing in specified circumstances.

If you have provided us with consent to process your information, you always reserve the right to withdraw this consent via the method detailed in the paragraph below. We are committed to ensuring that your wishes are respected and upon notification that you wish to withdraw your consent, BLEND will immediately cease processing the information in question.

Please send your request to BLEND by emailing: [admin@amandareynolds.com](mailto:admin@amandareynolds.com). We will always process your request within one month.

## Questions about this Privacy Notice

If you have any questions or complaints regarding how BLEND has handled your Personal Data, please don't hesitate to contact us at [amanda@amandareynolds.com](mailto:amanda@amandareynolds.com).

If you feel your request has not been dealt with in an appropriate manner, you can register your complaint with the UK data protection authority (the Information Commissioner's Office) via their contact page: <https://ico.org.uk/>.

## Changes to this Privacy Notice

We may change this Privacy Notice at any time to ensure it always accurately reflects the way we collect, use and safeguard your Personal Information.

Please check this notice from time to time to ensure you are aware of any updates we may have made to our Personal Data handling practices. The date of the changes will be listed in the 'Last updated' section below. We will notify all of our current clients of any updates to this notice via email and we will post the relevant announcement on our website homepage.

*Last updated: 13 April 2020*

