

Ingenious Books Limited customer privacy notice

This Privacy Policy relates to information collected by Ingenious Books Limited (referred to in this Privacy Policy as "Ingenious" "Ingenious Books" "we" or "us" or "our") through your use of our website and our Services, features, and information available on our website (which are collectively referred to in this Privacy Notice as the "service").

This privacy notice tells you what to expect us to do with your personal information.

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Contact details

Post

The Kiln, 2 Copenhagen Street, WORCESTER, WR1 2HB, GB

Telephone

(+44) 07822 014130

Email

team@ingenious-books.com

What information we collect, use, and why

We collect or use the following information to **provide and improve products and services for clients**:

- Names and contact details

- Addresses
- Transaction data (including details about payments to and from you and details of products and services you have purchased)
- Information relating to compliments or complaints
- Records of meetings and decisions

We collect or use the following personal information for the **operation of client or customer accounts**:

- Names and contact details
- Addresses
- Purchase or service history
- Marketing preferences

We collect or use the following personal information for **information updates or marketing purposes**:

- Names and contact details
- Addresses
- Marketing preferences
- Purchase or account history

We collect or use the following personal information for **dealing with queries, complaints or claims**:

- Names and contact details
- Address
- Purchase or service history
- Correspondence

Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible lawful bases in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are in brief set out below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [You can read more about this right here.](#)
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [You can read more about this right here.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal information. [You can read more about this right here.](#)
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [You can read more about this right here.](#)
- **Your right to object to processing** - You have the right to object to the processing of your personal data. [You can read more about this right here.](#)
- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [You can read more about this right here.](#)
- **Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [You can read more about this right here.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information to **provide and improve products and services for clients** are:

- **Consent** - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- **Contract** – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.

Our lawful bases for collecting or using personal information for the **operation of client or customer accounts** are:

- **Consent** - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.

Our lawful bases for collecting or using personal information for **information updates or marketing purposes** are:

- **Consent** - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.

Our lawful bases for collecting or using personal information for **dealing with queries, complaints or claims** are:

- **Consent** - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- **Legitimate interests** – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - o In order to deal with queries, complaints or claims in a manner that is both conclusive and professional, it is necessary to store, have access to, and reference information pertaining to persons relevant to the query, complaint or claim.

Where we get personal information from

- Directly from you
- Suppliers and service providers

How long we keep information

How long we keep information

We retain personal information only for as long as is necessary to fulfill the purposes for which it was collected, or to comply with legal, accounting, or reporting obligations. The duration for which we retain your personal data will vary depending on the type of data, the nature of our relationship with you, and any legal or regulatory requirements that apply.

In general, personal data is retained as follows:

- **Account information:** Retained for the duration of your use of our services and for up to 50 years after account closure or inactivity, unless otherwise required by law.
- **Transactional data:** Retained for 50 years for accounting and tax purposes.

- **Marketing data:** Retained until you opt out of receiving marketing communications or withdraw consent.

Once the retention period has expired, we will securely delete or anonymize your data, ensuring it is no longer identifiable or accessible.

Who we share information with

Only at the point of agreeing a quote and signing a contract for services provided will any data be shared with any third party, solely for the purpose of supporting service delivery and managing our relationship with each client.

Data processors

ClickUp

This data processor does the following activities for us: Provides a fully GDPR compliant customer relationship management (CRM) service, storing data relating to

- customer relationships,
- important documents
- and integrating these with its project management platform

Others we share personal information with

- Organisations we're legally obliged to share personal information with
- Publicly on our website, social media or other marketing and information media
- Suppliers and service providers

Sharing information outside the UK

Where necessary, our data processors may share personal information outside of the UK. When doing so, they comply with the UK GDPR, making sure appropriate safeguards are in place.

For further information or to obtain a copy of the appropriate safeguard for any of the transfers below, please contact us using the contact information provided above.

Organisation name: ClickUp

Category of recipient: Customer Relationship Management

Country the personal information is sent to: Global Amazon Web Services Data Centres

How the transfer complies with UK data protection law: ClickUp complies with UK GDPR regarding international data transfers by:

- Using SCCs with a UK addendum for legal data transfers.
- Conducting impact assessments (TIAs) to ensure adequate protection.
- Implementing strong encryption and organisational measures.
- Providing transparent communication and ensuring data subject rights.

These measures ensure that personal data remains protected even when transferred internationally, meeting the requirements of UK GDPR.

How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

Last updated

20 September 2024