

## **Privacy Notice**

For the purposes of the General Data Protection Regulation ("GDPR") and UK data protection laws, the controller is ALPHAXDR, (The Company), of SC Lane (Sukkur Choudhury Lane, Settlement Ln, opposite of DRDA Office, Karimganj, Assam 788710, India.

### **About this document**

This privacy notice sets out the way we process personal data and we've created this privacy notice to make sure you are aware of how we use this data as a customer or prospective Customer of The Company or to our website.

### **How we collect your information**

We may collect personal data in a few limited ways, namely:

- Directly from you, when you supply a work request or brief, or purchase order, when you make enquiries on our website, or when you interact with The Company as a customer in various other ways (for example, when you provide feedback, or request information about our services);

### **The types of information we collect**

We may collect the following types of personal data:

- Contact and communications information, including your contact details (including email address(es), telephone numbers and postal address(es) and records of communications and interactions we have had with you);
- Financial information, including Bank details such as Bank name, sort code and account numbers to allow us to pay your invoices.
- Names of people who attend one of our training events.

## **How we use personal data**

Personal data provided to us will be used for the purposes set out at the time of collection and, where relevant, in accordance with any preferences you express.

More generally, we will use any personal data for the following purposes:

Administration as a customer or supplier of The Company, including:

- Fulfilment of orders for goods and services;
- where this is necessary for the performance of a contract (including any written terms and conditions relating to the services we provide) to you;
- Communication about Company activities that we think may be of interest to you;
- Storing your details on the software platform we use for our online Customer management database.
- where this is necessary for our legitimate interests (or the legitimate interests of a third party), and/or where we have your consent, as applicable.

## **Your marketing preferences**

We will always respect your wishes in respect of what type of communications you want to receive from us and how you want to receive them.

You are in control of how we communicate with you. You can update your choices and/or your contact details by contacting us at:

Email: [sales@alphaxdr.com](mailto:sales@alphaxdr.com)

Post: AlphaXDR, SC Lane (Sukkur Choudhury Lane, Settlement Ln, opposite of DRDA Office, Karimganj, Assam 788710, India.

## **Sharing your information with others**

We do not sell or share your personal data with other organisations to use other than as set out below.

Personal data collected and processed by The Company may be shared with our employees, only for the purposes of administering your account and services we provide to you.

## **How long your information is kept**

We keep your personal data only for as long as necessary for each purpose we use it. For most customer data, this means we retain it for so long as you have a relationship with The Company and for a period of six years after your last interaction with us (for accounting, tax reporting and record-keeping purposes).

## **Your rights**

Under certain circumstances, by law you have the right to:

- Request access to your personal data (commonly known as a "data subject access request"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
- Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.

## **Request erasure of your personal data.**

This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have exercised your right to object to processing.

## Contact and complaints

If you have any queries about this privacy policy or how we process your personal data, or if you wish to exercise any of your legal rights, you may contact:

- by email: [sona@alphaxdr.com](mailto:sona@alphaxdr.com)
- by post: SC Lane (Sukkur Choudhury Lane, Settlement Ln, opposite of DRDA Office, Karimganj, Assam 788710, India.

If you are not satisfied with how we are processing your personal data, you can make a complaint to the Information Commissioner. You can find out more about your rights under applicable data protection laws from the Information Commissioner's Office website: [www.ico.org.uk](http://www.ico.org.uk)

