



DATA PRIVACY POLICY

1. INTRODUCTION

This Data Privacy Policy outlines how we collect, use, and store your personal data when you interact with our virtual assistant service. We are committed to protecting your privacy and complying with the General Data Protection Regulation (GDPR) and other relevant data protection laws.

Danielle Phillips Virtual Assistant Solutions ("us", "we", "our") provide remote administrative and business support to individuals, small and medium sized businesses.

Business Owner: Danielle Phillips

Business Type: Sole proprietor

Most of the personal information we process is provided to us directly by you in our capacity as "data controller" (in our own business) and "data processor" (Prospects/contacts of our Clients).

2. WHO'S INFORMATION DO WE COLLECT

We process information about:

"Prospects" contacts working at or connected with potential Clients;

"Clients" who have bought services from us, and "Client Contacts" who are individuals employed by or contracted to Clients;

"Suppliers", "Associates" suppliers or potential suppliers of goods or services to us;

3. WHAT PERSONAL DATA WE COLLECT AND WHY

We may collect the following personal data when you interact with our virtual assistant service:

- Your name and contact details, such as email address and phone number
- Information contained in communications between you, prospects and suppliers
- Information about your use of our service, such as your search queries and voice commands
- Any additional information you provide us when you contact us for support or feedback

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information is:

- a) Your consent. *You can remove your consent at any time.*
- b) We have a contractual obligation.
- c) We have a legal obligation.
- d) We have a legitimate interest.

4. HOW WE USE YOUR PERSONAL DATA

We use your personal data for the following purposes:

- To provide our virtual assistant service to you
- Credit/debit card information where payments are made online or over the phone on your behalf
- For invoicing and billing
- Promoting our products and services to you.
- To improve our service and personalize your experience
- To respond to your support requests and feedback
- To comply with legal obligations and prevent fraud or other illegal activities

We may also use your personal data for other purposes that are compatible with the original purpose for which it was collected, provided that we have obtained your consent or it is necessary for the performance of a contract with you. As this is a 'virtual' business, all data is in electronic form.

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4. HOW WE SHARE YOUR PERSONAL DATA

We may share your personal data with third-party service providers who help us provide our virtual assistant service, such as cloud storage providers and analytics providers. We require these third-party service providers to comply with data protection laws and take appropriate security measures to protect your personal data.

We may also share your personal data if required by law, or if we have a good-faith belief that such disclosure is necessary to protect our rights, your safety, or the safety of others. We don't sell, rent or trade email lists with anyone else.

5. HOW WE PROTECT YOUR PERSONAL DATA

Your information is securely stored electronically, and we take appropriate technical and organizational measures to protect your personal data against unauthorized access, disclosure, or destruction. These measures include encryption, access controls, virus protectors and regular security assessments.

6. YOUR RIGHTS

Under data protection law, you have the following rights:

- **Right to access:** You can request a copy of your personal data that we hold.
- **Right to rectification:** You can ask us to correct any inaccurate or incomplete personal data.
- **Right to erasure:** You can ask us to delete your personal data under certain circumstances.
- **Right to restrict processing:** You can ask us to restrict the processing of your personal data under certain circumstances.
- **Right to object:** You can object to the processing of your personal data under certain circumstances, such as direct marketing.
- **Right to data portability:** You can ask us to provide your personal data in a structured, commonly used, and machine-readable format.

To exercise any of these rights, please contact us using the details provided under section 8.

7. RETENTION OF PERSONAL DATA

We will retain your personal data for as long as necessary to provide our virtual assistant service to you. For prospects this could be for about 3 years and to comply with legal obligations and other legitimate purposes, this could be for at least 7 years.

8. CONTACT US

If you have any questions or concerns about our data privacy practices, or if you wish to exercise your rights regarding your personal data, please contact us at: info@dpvasolutions.com

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>

9. CHANGES TO THIS POLICY

We may update this Data Privacy Policy from time to time. We will notify you of any material changes to this Policy by posting a notice on our website or by other means. Your continued use of our virtual assistant service after such notice constitutes your acceptance of the updated Policy.