



Privacy Statement

We are committed to protecting your privacy when you use our online or other services ("Services") or when you purchase goods or products from us ("Products"). In this policy, we explain how and why we collect process and use your personal information, how and why we share it and what controls you have over our use of it. In this Privacy Statement the terms 'we', 'us' or 'ASAMS' means ASAMS Limited.

Please read this Privacy Statement carefully as it contains important information to help you understand our practices regarding the use of your personal information by ASAMS.

From time to time, we may review this Statement and any updates will be provided on this webpage. Please refer to this Privacy Statement regularly to review any amendments.

What data do we collect and how do we use it?

We may collect your personal information (which means any information about you) in connection with our Services or Products, including: your name, postal address, email address, and about your business such as your company name and business sector. In addition, when you order certain Services or Products from us, we may need to retain and process your transaction and payment details, including your credit or debit card details.

How We Collect Your Information

We may collect your personal information when:

- you apply for or purchase any Product or Services from us
- you request information or assistance from us
- if you use our Website or client portal
- if you use other services that may be offered from time to time, if your personal information is needed to use these services

Our Use of Your Information

ASAMS collects and processes information about you for the following purposes:

Purpose	Legal basis
Provision of our products or services to you	Performance of contract Legitimate interests
Provision of information on our products or services requested by you and respond to you queries	Necessary steps prior to contract and/or performance of contract
Review and improvement our products and services and to help and support you in using our products or services	Performance of contract Legitimate interests
Confirmation, update and improvement of our customer records	Performance of contract Legitimate interests
Review and develop your relationship with us	Performance of contract Legitimate interests
Review usage and improvement of website	Performance of contract Legitimate interests
In connection with credit cards and credit related services	Performance of contract Legitimate interests
Compliance with our legal and regulatory obligations	Legal obligation
Keeping you informed of other products and services which may be of interest to you	Consent
Consideration and processing any application you may make to us for a job or to provide your services to us	Necessary steps prior to contract and/or performance of contract
Any other purpose to which you consent	Consent

How We Might Share Your Information

We may need to share your personal information to help us provide our Services and Products to you and to run our Website, including with:

- our third-party service providers who process information on our behalf to provide our Services or to run some of our internal business operations including IT services, business support and customer services;
- independent debt recovery agencies or service providers, solicitors or other agents if money is outstanding on your account
- law enforcement bodies to comply with any legal obligation or court order.

Retention of Your Personal Information

Your information will be kept if required for the reasons described here and to comply with applicable laws. We will take reasonable steps to destroy personal information we hold if it is no longer needed for these reasons.

Marketing

From time to time, we may send you information about our Products and Services that we believe may be of interest to you or your business. You may receive this information by letter, telephone or email. If you no longer wish to receive these updates, please let us know by contacting us at thomas@asams.co.uk or by following the unsubscribe link provided in every email.

Cookies

Our Website uses cookies to distinguish you from other users and which may remember your preferences when you visit our Website. Our Cookies policy provides you with further detail about the cookies we use and the purposes for using these cookies. This policy also provides details for how you can change your settings to block or delete cookies although some features of our Website may not function as a result.

Other Websites

This Website contains links to the sites of third parties, which are not within our control. This Privacy Statement only applies to this Website. We do not control the content, the security or the use of your personal data by any third-party websites. We accept no responsibility or liability for other websites not under our control and so when you access we recommend that you look at the privacy notices that appear on those sites. No links are intended to be, nor should be construed as, an endorsement of any kind by us of that other website.

You may not create a link to this Website from another website or document without our prior written permission.

Security

ASAMS places great importance on the security of all information associated with our customers and staff. We invest appropriate resources to protect your personal information, from loss, misuse, unauthorized access, modification or disclosure. For example, our security and privacy policies are periodically reviewed and enhanced as necessary and only authorized personnel have access to your information. Regarding our Website, we use secure server software (SSL) to encrypt information on the company portal. However, please be aware that no internet-based site can be 100% secure and ASAMS cannot be held responsible for unauthorized or unintended access that is beyond our control. Although ASAMS, cannot guarantee the security of your data sent over the internet or by email.

Your Rights

You have the right to request copies of your personal information held by us and details of how we use that information by contacting us in writing using the details below. If any of your information is incorrect or out of date, please let us know and we will amend our records. You also have the right to require us to stop processing your personal data and/or to withdraw your consent, where applicable. However, this may not apply where we have other legal basis for continuing to use your personal data.

Complaints Process

If you have a complaint about how we have handled your personal information you may contact us using the details below and we will investigate your complaint. You also have the right to lodge a complaint with a supervisory authority (for example, the Information Commissioners Office or ICO) once you have tried to resolve the issue with us. See <http://www.ico.org.uk> for further information. ASAMS ICO registration number is A8289640.

Contact Us

If you have any questions about this Privacy Statement or to find out further information about your personal information and how we use it, please contact us at the details below. Your request should be made in writing.

Data Protection Contact

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