



GDPR (General Data Protection Regulation)

Generated privacy notice - general business

ATANASOVAI DATA ANALYST customer privacy notice

This privacy notice explains what to expect from us regarding your personal information.

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Contact details

Email: contact@atanasovaianalytics.com

What information we collect, use, and why

We collect or use the following information to **provide services and goods, including delivery**:

- Names and contact details
- Addresses
- Date of birth
- Payment details (including card or bank information for transfers and direct debits)
- Credit reference information
- Health information (including dietary requirements, allergies and health conditions)
- Health and safety information
- Account information
- Information relating to loyalty programs
- Photographs or video recordings
- Call recordings
- Records of meetings and decisions
- Identification documents
- Information relating to compliments or complaints

We collect or use the following information to **comply with legal requirements**:

- Name
- Contact information
- Identification documents
- Financial transaction information
- Health and safety information

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

- Names and contact details
- Address
- Payment details
- Account information
- Purchase or service history
- Video recordings of public areas
- Audio recordings of public areas
- Call recordings

- Customer or client accounts and records
- Financial transaction information
- Information relating to health and safety
- Correspondence

Lawful bases and data protection rights

Under the World 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 World GDPR. You can find out more about lawful bases on the ICO’s website.

The lawful basis we rely on may affect your data protection rights, which are outlined briefly 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 additional information, such as where we get personal information and with whom we share it. There are some exceptions, so you may not receive all the information you request. [Read more about the right of access.](#)
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [Read more about the right to rectification.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal information. [Read more about the right to erasure.](#)
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [Read more about the right to restriction of processing.](#)
- **Your right to object to processing** - You have the right to object to the processing of your personal data. [Read more about the right to object to processing.](#)
- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organization, or to you. [Read more about the right to data portability.](#)

- **Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [Read more about the right to withdraw consent.](#)

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 services and goods** are:

- 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.
- 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:
 - I need to handle enquiries, run your business, keep project records, and communicate normally.

For more information about our use of legitimate interests as a lawful basis, you can contact us using the contact details above.

Our lawful bases for collecting or using personal information for **legal requirements** are:

- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

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

- 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.
- 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:
 - I need to process personal data to reply to enquiries, handle complaints, resolve disputes, and protect my business legally

For more information about our use of legitimate interests on a lawful basis, you can contact us using the contact details above.

Where we get personal information from

- Directly from you
- Publicly available sources

How long do we keep information?

We keep personal information only for as long as necessary to provide our services and meet legal requirements.

Contact and enquiry data is kept for up to 12 months after the last contact.

Client and contract records are kept for up to 6 years to comply with legal and tax obligations.

We then securely delete or anonymize the data.

For more information, see our guidance on [how long you should store information](#).

Who we share information with

Data processors

Website hosting provider (Hostinger)

This data processor does the following activities for us: They host and maintain our website and related infrastructure, which may involve processing personal data submitted through the website (eg contact form enquiries) and technical data such as IP addresses and server logs for security, troubleshooting and performance.

Email service provider (business email hosting)

This data processor performs the following activities for us: it provides email services and stores and transmits communications, including messages sent to our business email address and any attachments or contact details contained in those emails.

Others we share personal information with

- Professional or legal advisors
- Relevant regulatory authorities
- Organisations we're legally obliged to share personal information with

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>

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