



PRIVACY NOTICE FOR I&I WEBSITE

This is the privacy notice for Impact and Influence Ltd.

We respect your privacy and are determined to protect your personal data. The purpose of this privacy notice is to inform you as to how we look after your personal data when you visit our website, regardless of where you visit it from. We will also tell you about your privacy rights and how data protection law protects you.

This privacy notice is provided in a layered format so you can click through to the specific areas set out below. Alternatively, you can download a PDF version of the policy here.

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1. Who We Are and Important Information

This privacy notice aims to give you information on how we collect and process your personal data through your use of this website, including any data you may provide through this website when you contact us using hello@impactandinfluence.global or through the WhatsApp link.

This website is not intended for children and we do not knowingly collect data relating to children.

You must read this privacy notice together with any other privacy notice we may provide on specific occasions when we are collecting or processing data about you so that you are fully aware of how and why we are using your data. This privacy notice supplements the other notices and is not intended to override them.

Data Controller

Impact and Influence Ltd is the controller and responsible for this website and for your personal data (collectively referred to as "Impact and Influence", "I&I", "we", "us" or "our" in this privacy notice. Our contact details are Dalton House, 60 Windsor Avenue, London, SW19 2RR and hello@impactandinfluence.global. For all data matters contact Kate Harvey, our Data Protection Officer, at kate@impactandinfluence.global.



Third Party Links Outside of Our Control

This website may include links to third party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

2. The Personal Data We Collect About You

Personal data, or personal information, means any information about an individual from which that person can be identified. You can find out more about personal data from the Information Commissioners Office.

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

Identity Data	(includes first name, last name, title, date of birth, gender)
Contact Data	(includes billing address, email address, telephone numbers)
Technical Data	(includes IP address, browser data, browser type and version, location, operating system and platform, other technology on the devices users use to access the website)
Usage Data	(includes information about how the user uses the website)

We may also collect, use and share **aggregated data** such as statistical or demographic data for any purpose. Aggregated data may be derived from your personal data but it is not considered personal data in law as this data does not directly or indirectly reveal your identity. For example, we may aggregate your usage data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect aggregated data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy notice.

We do not collect any **Special Categories of Personal Data** about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sexual orientation, political opinions, and health). Nor do we collect any information about criminal convictions and offences.

If You Fail to Provide Personal Data

Where we need to collect your personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you. In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.



3. How We Collect Your Personal Data

We use different methods to collect data from and about you including through:

Directly – you may give us your personal data directly by filling in forms or by corresponding with us by post, phone, email or otherwise.

Automated technologies or interactions – as you interact with our website, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this data by using cookies and other similar technologies. Please see our Cookie policy for further details.

Third party or publicly available sources – we may receive personal data about you from various third parties and public sources as set out here: Technical Data from Google Analytics based outside the UK, Contact, Technical and Usage Data from IT support advisers based in the UK, Identity and Contact Data from publicly available sources such as Companies House and the Electoral Register based inside the UK.

4. How We Use Your Personal Data

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

Performance of Contract – this means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.

Legitimate Interest – this means the interest of our business in conducting and managing our business to enable us to give you the best service / product and the most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting our Data Protection Officer.

Comply with a Legal or Regulatory Obligation – this means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.

Purposes for which we will use your personal data

We have set out below, in a table format, a description of all the ways we plan to use your personal data, with the legal bases we rely on to do so. Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us if you need more details about the specific legal grounds we are relying on to process your personal data.

Purpose / Activity	Data Type	Lawful Basis for Processing including Basis
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		of Legitimate Interest
To register you as a new client or supplier	Identity Contact	Performance of a contract with you
To manage our relationship with you	Identity Contact	Performance of a contract with you Necessary to comply with a legal obligation Necessary for our legitimate interests (to keep our records updated and to study how clients use our services)
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	Identity Contact Technical	Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business re-organisation or group restructuring exercise) Necessary to comply with a legal obligation
To deliver relevant website content	Identity Contact Technical Usage	Necessary for our legitimate interests (to study how clients use our service, to develop them, to grow our business and to inform our marketing strategy)
To use data analytics to improve our website, services, marketing, customer relationships and experiences	Technical Usage	Necessary for our legitimate interests (to define types of users for our services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)
To make suggestions and recommendations to you about services that may be of interest to you	Identity Contact Technical Usage	Necessary for our legitimate interests (to develop our services and to grow our business)

Cookies

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, some parts of our website may become inaccessible or not function properly. For more information about the cookies we use, please refer to our Cookie policy.

Change of Purpose

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish for further explanation, please contact our Data Protection Officer.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.



Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

5. Who We Share Your Personal Data With

We may occasionally disclose your personal information to other carefully selected third party partners in the following circumstances:

External suppliers (acting as processors) based in the UK who provide and / or help us operate our IT and other software systems. We will only do this subject to strict contractual obligations and who can ensure the continued security of your information.

When we are providing a service on your behalf. This will only be shared with the organisations identified at the time it is requested.

Professional advisors (acting as processors) based in the UK who provide consultancy, banking, legal, insurance and accounting services.

HM Revenue & Customs, regulators and other authorities (acting as processors) based in the UK who require reporting of processing activities in certain circumstances.

Third parties to whom we may choose to sell, transfer or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If such a change occurs, then the new owners may use your personal data in the same way as set out in this privacy notice.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

6. International Transfers

In general, personal data collected from you will be stored in the UK or within the European Economic Area (EEA). However, it may be necessary or unavoidable, to transfer your data outside the EEA in order to meet our compelling legitimate interests. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

7. Data Security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third

parties who have a business need to know. They will only process your personal data on our instruction and they are subject to a duty of confidentiality.

We have put procedures in place to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

8. Data Retention

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

By law, we must keep basic information about our customers (including contact, identity, financial and transaction data for six years after they cease being customers for tax purposes).

In some circumstances you can ask us to delete your data. Please see section 9 below for further information.

In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

9. Your Legal Rights

Unless subject to an exemption under the data protection laws, you have the following rights with respect to your personal data:

- The right to request a copy of the personal data which we hold about you
- The right to request that we correct any personal data if it is found to be inaccurate or out of date
- The right to request your personal data is erased where it is no longer necessary to retain such data
- The right to withdraw your consent to the processing at any time, where consent was the lawful basis for processing your data
- The right to request that we provide you with your personal data and, where possible, to transmit that data directly to another data controller (known as the right to data portability), where applicable
- The right to request a restriction is placed on further processing where there is a dispute in relation to the accuracy or processing of your personal data
- The right to object to our processing of personal data, where applicable

If you wish to exercise any of the rights set out above, please contact our Data Protection Officer.

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable administration fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances. We may need to request specific information from you to help us confirm your identity and ensure your right to access personal data or to exercise any of your other rights. This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you for further information to speed up our response. We try to respond to all legitimate requests within one month. Occasionally, it may take us long than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

10. Changes to this Notice and Your Duty to Inform Us of Changes

This version of I&I's website privacy notice was last updated on 22 December 2023. Historic versions are archived and can be obtained by contacting us. Please keep us informed if your personal data changes during your relationship with us. It is important that the personal data we hold about you is accurate and current.

11. Queries, Requests or Concerns

To exercise all relevant rights, queries or complaints in relation to this policy or any other data protections matter between you and us, please in the first instance contact our Data Protection Officer, Kate Harvey, Head of Operations at kate@impactandinfluence.global.

If this does not resolve your complaint to your satisfaction, you have the right to lodge a complaint with the Information Commissioners Office at Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, UK or you can telephone 0303 123 1113 or visit www.ico.org.uk.