

Customer Privacy Notice

Why should you read this document?

As you deal with us, we may have some personal information relating to you. This document allows us to explain to you what we will do with your personal data, and the various rights you have in relation to your personal data.

What do we mean by “your personal data”?

“Your personal data” means any information that describes or relates to your personal circumstances. Your personal data may identify you directly, for example by your name. Your personal data may also identify you indirectly, such as by the company you work for or your employment status.

How do we collect your personal data?

We will collect and record your personal data from a variety of sources such as marketing lists, or from information provided by you through our website, emails, or other forms of contact.

What happens to your personal data when it is disclosed to us?

In the course of handling your personal data, we will:

- Record and store your personal data in our paper files, mobile devices, and on our computer systems (websites, email, hard drives, and cloud facilities such as CRM). This information can only be accessed by employees and consultants within our Company, only when it is necessary to provide our service to you and to perform any administration tasks associated with or incidental to that service.
- Use your personal data for the purpose of responding to any queries you may have in relation to any work we do for you, or to inform you of any developments in relation to products and services.

Security and retention of your personal data

Your privacy is important to us and we will keep your personal data secure in accordance with our legal responsibilities. We will take reasonable steps to safeguard your personal data against it being accessed unlawfully or maliciously by a third party.

Your personal data will be retained by us either electronically or in paper format for a minimum of six years; or in instances whereby we have the legal right, we will retain records indefinitely.

Your rights in relation to your personal data

You can:

- Request copies of your personal data that is under our control
- Ask us to further explain how we use your personal data
- Ask us to correct or delete your personal data, or require us to restrict or stop using it (details of the extent to which we can do this will be provided at the time of any such request)

- Ask us to send an electronic copy of your personal data to another organisation should you wish
- Change the basis of any consent you may have provided to enable us to market to you in the future (including withdrawing any consent in its entirety)

How to make contact with our company in relation to the use of your personal data

If you have any questions or comments about this document, or wish to make contact in order to exercise any of your rights set out within it, please contact:

Meeta Gargav – mgargav@caldere.com

You should also contact us as soon as possible if you become aware of any unauthorised disclosure of your personal data, so that we may investigate and fulfil our own regulatory obligations.

If you have any unresolved concerns or complaints as to how we have handled your personal data, you may opt to lodge a complaint with the UK data protection regulator (the ICO), who can be contacted through their website at <https://ico.org.uk> or by writing to Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.