

## DATA PRIVACY NOTICE

### Optima Computers

#### **Your personal data – what is it?**

Personal data relates to a living individual who can be identified from that data. Identification can be by the information alone or in conjunction with any other information in the data controller's possession or likely to come into such possession. The processing of personal data is governed by the Data Protection Act 1998 and the General Data Protection Regulation 2016/679 (the "GDPR").

#### **Who are we?**

Optima Computers will be what's known as the 'Controller' of the personal data you provide to us. We only collect basic personal data about you which does not include any special types of information or location-based information. This does however include name, address, email, phone number. This means Optima Computers decides how your personal data is processed and for what purposes.

#### **How do we process your personal data?**

Optima Computers complies with its obligations under the Data Protection Act / GDPR by keeping personal data up to date; by storing and destroying it securely; by not collecting or retaining excessive amounts of data; by protecting personal data from loss, misuse, unauthorised access and disclosure and by ensuring that appropriate technical measures are in place to protect personal data.

We use your personal data for the following purposes

- For Contract customers
  - To enable us to provide ongoing computer, network and related IT support;
  - To administer customer records;
  - To manage employees and contractors;
  - To maintain our own accounts and records.

We also use your personal data

- To maintain, support and manage computers, websites, emails, and other related services that individuals have requested.
- To inform individuals of alerts and notifications related to their computer systems, networks, emails and websites as applicable
- To contact individuals about their opinions of current services or of potential new services that may be offered.

### **What is the legal basis for processing your personal data?**

- Processing is necessary for the performance of a IT Support contract with the data subject or to take steps to enter into an IT Support contract;
- Processing is necessary for the provision of IT Support and related services;
- Processing is necessary for compliance with a legal obligation;
- Processing is necessary to protect the vital interests of a data subject or another person;
- Processing is necessary for the performance of a task carried out in the customers interest or in the exercise of official authority vested in the data controller;
- Processing is necessary for the establishment, exercise or defence of legal claims or where courts are acting in their judicial capacity;

The processing relates only to existing customers and there is no disclosure to a third party without consent (except in cases of legal intervention, where we are obliged by law to divulge such information).

### **Sharing your personal data**

Your personal data will be treated as strictly confidential and will be shared only with contacts you have specifically asked us to share data with. We will only share your data with third parties outside of Optima Computers with your consent.

### **Where do we store your data?**

All the personal data we process is processed by our staff in our London Office.

We store customer and related data in our CRM, which is an application running on the servers within our London Office.

For the purposes of IT hosting, backups, cloud services and maintenance this information is located on secure servers within the European Union.

We have a Data Protection regime in place to oversee the effective and secure processing of your personal data.

### **How long do we keep your personal data?**

We are required under UK tax law to keep your basic personal data (name, address, contact details) for a minimum of 6 years after which time it will be destroyed if it is no longer required. Your information we use for marketing purposes will be kept with us until you notify us that you no longer wish to receive this information

### **Your rights and your personal data**

- Unless subject to an exemption under the Data Protection Act / GDPR, you have the following rights with respect to your personal data: -
- The right to request a copy of your personal data which Optima Computers holds about you;
- The right to request that Optima Computers corrects 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 for Optima Computers to retain such data;
- The right to request that Optima Computers provide the data subject with his/her 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 lodge a complaint with the Information Commissioners Office.

### **Further processing**

If we wish to use your personal data for a new purpose, not covered by this Data Protection Notice, then we will provide you with a new notice explaining this new use prior to commencing the processing and setting out the relevant purposes and processing conditions. Where and whenever necessary, we will seek your prior consent to the new processing.

### **Contact Details**

To exercise all relevant rights, queries of complaints please in the first instance contact the Data Protection Officer, Optima Computers by email at [dataprotection@optimacomputers.co.uk](mailto:dataprotection@optimacomputers.co.uk).

You can also write to us at:

Data Protection Officer  
Optima Computers  
15 Sussex Ring  
London  
N12 7HX

You can contact the Information Commissioners Office on 0303 123 1113 or via email <https://ico.org.uk/global/contact-us/email/> or at the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire. SK9 5AF.