

# VIRTUALLYLocal

## Memorable UK Telephone Numbers

### Website Privacy Notice/Policy

This document explains how Virtually Local collects and uses any personal data that you supply to us. This includes data you provide to us through the use of our website or as part of the services you are contracted to receive from us. This document is not intended to, and does not create any contractual rights, and does not affect any rights in law.

Virtually Local acts as a Controller for any personal data that you supply to us as part of the services you are contracted to receive from us. We also act as a Processor for any and all personal data that we hold on our customers behalf.

#### Our address is:

24 Broad Street  
Salford  
M6 5BY

**Telephone:** 0161 821 1000  
**E-Mail:** [hello@virtuallylocal.co.uk](mailto:hello@virtuallylocal.co.uk)

#### Personal Data Collected

The personal data we collect is different depending on how you use our website. You can browse our website, sign up to our newsletter, request a call back or contact us directly. Our website collects information from you when you perform any of these activities.

We also collect personal data from you when you apply for employment with us or engage in business dealings with us as a customer or other associate.

#### What We Do With Your Personal Data

When you visit our website, a log of your visit is made, and your device's IP address is recorded. This data is anonymously used in order to determine how our website is used by users. This allows us to manage and refine our website allowing for a better website experience.

If you complete any of the forms on our website, we will also record your name, email address and phone number. A description of how we use your data and the legal basis of doing so under the GDPR follows:

How we use your data:	The legal basis under the GDPR
Use your personal information you provided on our web forms	<i>Contract</i> – it is necessary to process your data in order to provide you with a call back or other services

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Provide you with telephony solutions	<i>Contract</i> – it is necessary to process your data in order to fulfil a contract for service
Contact you regarding the services we provide	<i>Legitimate Interest</i> – we contact you out of our own interests in order to give you more information about our services
Retain your data under our data retention policy after your contract has expired	<i>Legal Obligation</i> – we are required by law to keep some information about you even after our contract together has ended

The categories of data that we process on you when you use any of the services on our website are:

<b>Personal Data</b>	<b>Explanation</b>
Name, E-Mail Address, IP Address, Location Data.	This data is provided by you when completing any of the forms on our website, either to request a call back or to subscribe to our newsletter.

We will not process your personal data for any purpose other than for the purpose that it was provided to us for. An exception to this is in a case where we are required or permitted to under the laws of England and Wales. We do not sell any personal data to third parties.

If you no longer wish to receive information about our services, please send an email to [hello@virtuallylocal.co.uk](mailto:hello@virtuallylocal.co.uk) with this request.

### **How Your Personal Data Is Shared**

Your personal data may be shared with a third-party in order to fulfil a contract for our services. In cases where your personal data is shared, there will be a strict data processing contract between us and the service provider ensuring that all regulations set out under the GDPR are fulfilled. We ensure external service providers are only authorised to use personal data for the limited purposes specified in our agreement with them.

### **How Long Your Personal Data Is Stored**

Personal data from our data subjects is retained in line with our data retention policy. We keep most data for 7 years, which covers the 6 years by law in which we have to keep certain information for a minimum of 6 years plus the current year. Personal data that is no longer necessary to be kept under our data retention policy will be deleted.

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### Individual Rights

We support your rights in relation to your personal information under the GDPR:

- (a) right to be informed on how we use your data (this notice)
- (b) right to access a copy of any personal data we hold about you
- (c) right to rectification of any errors in your personal data
- (d) right to erasure of any of the personal data we hold about you
- (e) right to restrict processing
- (f) right to data portability
- (g) right to object
- (h) rights related to automated decision-making including profiling

We do not perform any automated decision making on your personal data.

If you would like to exercise your right to request a copy of your personal information please email [hello@virtuallylocal.co.uk](mailto:hello@virtuallylocal.co.uk) or write to us using the address found at the start of this Privacy Notice. Proof of your identity will be required for security purposes

If you are unhappy with our actions regarding your personal data, you have the right to lodge a complaint to the ICO.

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### Cookies

We use cookies when you visit our website. A cookie is a small text file that is downloaded onto 'terminal equipment' (e.g.: a computer, smartphone etc), in order to improve our service and to provide you with more relevant content by analysing how you use our website. These cookies do not interfere with or have access to any other information on your computer. Please also note that in most cases we are not able to identify you from the information we collect using these technologies.

We use cookies to collect information from your browser to:

- (i) distinguish you from other users of our website,
- (j) gather website visitor data to optimise viewing content,
- (k) promote product or service offers more relevant to you,
- (l) assist in improving your browsing experience,
- (m) improve our website navigation facility,
- (n) record usage patterns to identify popular areas of the site and those that are not,
- (o) analyse product and service searches to improve our range,
- (p) provide more tailored marketing to more closely meet your needs.

Most internet browsers are pre-set to accept cookies, however if you are concerned about cookies, you can adjust your internet browser to block all cookies or to receive a warning if cookies are being used. You may want to visit – [www.cookiesandyou.com](http://www.cookiesandyou.com) for more information.

### Analytics

Our website uses Google Analytics, which is tracking software used by us to monitor visitor site usage. This also uses cookies as outlined above, and the information generated by the cookie about how you use the website (including IP address) will be transmitted and stored by Google on servers in the United States.

Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf.

Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser.

You can access Google's privacy policy here: [www.google.com/privacy.html](http://www.google.com/privacy.html) for your information.

If you want further information on how to remove this function you may want to visit the Google Analytics Opt-out Browser using the following link: <https://tools.google.com/dlpage/gaoptout> for more information.

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## **Other Websites**

Our website may contain links to other sites. This privacy policy only applies to this website so when you link to other websites you should read their own privacy policy.