

Victoria Jenner Virtual Assistance Customer **Privacy Notice**

This privacy notice tells you what to expect us to do with your personal information.

Contact details

Email: victoria@victoriajennerva.co.uk

What information we collect, use, and why

We collect or use the following information to *provide services and goods*

- Names and contact details
- Addresses
- Payment details (including card or bank information for transfers and direct debits)
- Website user information (including user journeys and cookie tracking)
- Records of meetings and decisions
- Information relating to compliments or complaints

We collect or use the following information for *the operation of customer accounts and guarantees*:

- Names and contact details
- Addresses
- Payment details (including card or bank information for transfers and direct debits)
- Purchase history
- Account information
- Information used for security purposes

We collect or use the following information for *service updates or marketing purposes*:

- Names and contact details
- Addresses
- Marketing preferences if provided
- Location data
- Purchase or history
- Records of consent, where appropriate

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

- Name
- Contact information

Lawful bases and data protection rights

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

Which lawful basis we rely on may affect your data protection rights which are set out in brief 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 other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [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 organisation, 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:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- 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.
- 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 *the operation of customer accounts and guarantees* are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- 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.

Our lawful bases for collecting or using personal information for *service updates or marketing purposes* are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- 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:
 - To promote, grow, and effectively manage our virtual assistant and business consultancy services. Collecting and using basic contact information allows us to send relevant service updates, industry insights, and marketing communications to business owners and school leaders who have shown an interest in our operational support. The primary benefit to the individual is receiving timely, valuable information about how to streamline their administrative tasks and optimise their operations. The data collected is kept to an absolute minimum (typically just a name and email address) and is processed securely. Because this information is highly relevant to their professional development or business efficiency, and because individuals can easily opt out time, the benefits of this communication heavily outweigh any minimal privacy risk or impact on the individual.

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

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

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- 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.

Where we get personal information from

- Directly from you
- Publicly available sources

How long we keep information

We only retain personal information for as long as necessary to fulfil the purposes we collected it for, including satisfying any legal, accounting, or reporting requirements. Our retention periods are structured as follows:

- **Client Account Data and Contracts:** Retained for 6 years following the termination of our contract or business relationship, in line with UK statutory limitation periods for breach of contract claims.
- **Financial and Transaction Records:** Retained for 6 years from the end of the relevant financial tax year, to comply with HMRC requirements.
- **Enquiries and Contact Forms:** For prospective clients who do not engage our services, contact details and correspondence are securely deleted after 12 months.
- **Marketing and Service Updates:** Retained until the individual explicitly unsubscribes or requests the erasure of their data, which they can do at any time.

How to complain

If you have any concerns about our use of your personal information, you can make a data protection complaint to us:

Email: victoria@victoriajennerva.co.uk

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>