

# MasteringGM Privacy Policy

November 2023

## **Our contact details**

MasteringGM is jointly brought to you by TAA Insights Ltd. and Insights into Action Ltd.

Company name: TAA Insights Ltd. information

Registered number: 13459321

Place of registration: Companies House, Cardiff

Registered office address: 74 Wansbeck Ave, North Shields, England, NE303DJ

Contact details: [info@mastering-gm.com](mailto:info@mastering-gm.com)

Contact the business by non-electronic means via address above.

VAT number: 384021808

Company name: Insights into Action Ltd. information

Registered number: 11564880

Place of registration: Companies House, Cardiff

Registered office address: Moreton House, 31 High Street, Buckingham, England, MK18 1NU

Contact details: [info@mastering-gm.com](mailto:info@mastering-gm.com)

Contact the business by non-electronic means via address above.

VAT number: 389554927

TAA Insights, and Insights Into Action, jointly running Mastering-GM ("we," "us," "our") is committed to protecting the privacy and security of your personal data. This Data Privacy Statement explains how we collect, use, disclose, and safeguard your information when you interact with us. We adhere to the General Data Protection Regulation (GDPR).

## **The type of personal information we collect and how we use it**

We collect personal data that you voluntarily provide to us when you use our services, sign up for our newsletter, contact us for support, or participate in our surveys or tools. The types of personal data collected may include name, email address, phone number, industry, or responses to questions.

We use your personal data to provide and improve our services, communicate with you, and to comply with legal obligations. We process this data based on explicit consent, necessity for the performance of a contract, legal requirements, and other legitimate interests.

## **How we get the personal information, why we have it, and what we do with it**

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- To inform potential participants about our MasteringGM events
- To register participants in MasteringGM events
- To process payments
- To provide you with our tools and other services

We also receive personal information indirectly, from the following sources in the following scenarios:

- Our collaboration partners, if you have given them permission/consent to do so

We use the information that you have given us in order to manage our events and inform (potential) participants about MasteringGM events and activities, and generally to fulfil our services.

We may share your data with third parties in certain circumstances, including to our service providers to perform our services or to comply with legal obligations. We require all third parties to respect the security of your personal data and to treat it in accordance with the law.

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are:

- (a) Your consent. You are able to remove your consent at any time. You can do this by contacting infoATmastering-gmDOTcom.**
- (b) We have a contractual obligation.**
- (c) We have a legal obligation.**
- (d) We have a vital interest.**
- (e) We need it to perform a public task.**
- (f) We have a legitimate interest.**

## **How we store your personal information**

Your information is securely stored.

We keep your personal information for up to three years from your last interaction with us. We will then dispose your information by deleting your information on our IT systems and dispose of any prints.

## **Changes to Our Privacy Statement**

We may update this Data Privacy Statement from time to time. We will notify you of any changes by posting the new statement on our website and/or informing you through other communication channels.

## **Your data protection rights**

Under data protection law, you have rights including:

**Your right of access** - You have the right to ask us for copies of your personal information.

**Your right to rectification** - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

**Your right to erasure** - You have the right to ask us to erase your personal information in certain circumstances.

**Your right to restriction of processing** - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

**Your right to object to processing** - You have the the right to object to the processing of your personal information in certain circumstances.

**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, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at [infoATmastering-gmDOTcom](mailto:infoATmastering-gmDOTcom) if you wish to make a request.

## **How to complain**

If you have any concerns about our use of your personal information, you can make a complaint to us at **info@mastering-gm.com**.

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>