

PRIVACY POLICY

Your Favourite VA (the “Company”) is committed to maintaining robust privacy protections for its users. Our Privacy Policy (“Privacy Policy”) is designed to help you understand how we collect, use, and safeguard the information you provide to us and to assist you in making informed decisions when using our Service.

For the purposes of this Privacy Policy, “Site” refers to the Company’s website, which can be accessed at <https://www.yourfavouriteva.com>.

“Service” refers to the Company’s services accessed via the Site, in which users can enquire and receive administrative, business and lifestyle support services.

The terms “we”, “us” and “our” refer to the Company.

“You” refers to you, as the user of our Site or our Service.

1. INFORMATION WE COLLECT

The Company collects “Non-Personal Information” and “Personal Information” in the categories described below.

Usage Data

The Company will process information about your use of our website and services (“usage data”). The usage data may include:

- the browser types and versions used;
- the operating system used by the accessing system;
- the website from which an accessing system reaches our website (so-called referrers);
- the date and time (so-called timestamp) of access to the internet site;
- an Internet Protocol address (IP address);
- the Internet Service Provider (ISP) of the accessing system;
- the geographical location of the user;
- the page views and site navigation paths;
- the pattern of the users’ use of the Service with regards to timing and frequency; and
- any other similar data and information that may be used in the event of attacks on our information technology systems.

The source of the usage data is Google Analytics. The usage data collected is needed to:

- deliver the content of our Site correctly;
- optimise the content of our website as well as any advertisement;
- ensure the long-term viability of our information technology systems and website technology; and
- provide law enforcement authorities with the information necessary for criminal prosecution in case of a cyber-attack.

Google Analytics stores information about:

the pages you visit;

how long you spend on each page;

how you got to the site; and

what you click on while you are visiting the site.

In order to process this information we have a legitimate interest in monitoring and improving our Site and Services.

Enquiry data, correspondence data and customer relationship data.

The Company may process information contained in any enquiry you submit to us regarding our services and products ("enquiry data"). If a user contacts us via email or via a contact form, the personal information transmitted by the user is automatically stored.

The personal information may include:

the user's contact information;

the user's name;

the name of the user's employer;

the user's job title or role;

the metadata associated with the communication; and

information contained in communications between the user and the Company.

Such personal data transmitted on a voluntary basis by the Company are stored for the purpose of processing or contacting the user, managing our relationships with customers, keeping records of communication with the user and promoting our products and services to customers.

2. HOW WE USE AND SHARE INFORMATION

Personal Information

Except as otherwise stated in this Privacy Policy, we do not sell, trade, rent or otherwise share for marketing purposes your Personal Information with third parties without your consent. We do share Personal Information with suppliers who are performing services for the Company, such as the servers for our email communications who are provided access to user's email address for purposes of sending emails from us. Those suppliers use your Personal Information only at our direction and in accordance with our Privacy Policy.

In general, the Personal Information you provide to us is used to help us communicate with you. For example, we use Personal Information to contact users in response to questions, solicit feedback from users, provide technical support, and inform users about promotional offers.

Non-Personal Information

In general, we use Non-Personal Information to help us improve the Service and customize the user experience. We also aggregate Non-Personal Information in order to track trends and analyse use

patterns on the Site. This Privacy Policy does not limit in any way our use or disclosure of Non-Personal Information and we reserve the right to use and disclose such Non-Personal Information to our partners, advertisers and other third parties at our discretion.

Legal purpose of the processing of personal data

The Company may process any of your personal information identified in this privacy policy where necessary for the establishment, exercise or defence of legal claims, both in court proceedings and in an administrative or out-of-court procedure. The legal basis for this processing is the protection and assertion of our legal rights, your legal rights, and the legal rights of others.

The Company may also process any of your personal information identified in this Privacy Policy where necessary for the purposes of obtaining or maintaining insurance cover, managing risks, fulfilment of tax obligations, or obtaining professional advice. The legal basis for this processing is the proper protection of our business against risks.

3. RETAINING AND DELETING YOUR PERSONAL INFORMATION

The personal information that we process for any purpose or purposes will not be kept for longer than is necessary for the expressed purpose. We will retain your personal data as follows:

email address, name and phone number will be retained for a minimum period of 7 years and for a maximum period of 10 years.

In some instances, it is not possible for us to specify in advance the periods for which your personal information will be stored by us. In such cases, we will determine the period of retention based on the following criteria:

the period of retention of email address, IP addresses, name and phone number will be determined based on the continuation of contact with you.

4. YOUR DATA PROTECTION RIGHTS UNDER THE GENERAL DATA PROTECTION REGULATION (GDPR)

If you are a resident of the EEA, you have the following data protection rights:

if you wish to access, correct, update, or request deletion of your personal information, you can do so at any time by emailing joannebutcher@yourfavouriteva.com;

in addition, you can object to the processing of your personal information, ask us to restrict the processing of your personal information, or request portability of your personal information;

you have the right to opt-out of marketing communications we send you at any time. You can exercise this right by clicking on the “unsubscribe” or “opt-out” link in the marketing emails we send you. To opt-out of other forms of marketing, please contact us by emailing joannebutcher@yourfavouriteva.com;

similarly, if we have collected and process your personal information with your consent, then you can withdraw your consent at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect the processing of your personal information conducted in reliance on lawful processing grounds other than consent; and

you have the right to complain to a data protection authority about our collection and use of your personal information. For more information, please contact your local data protection authority.

We respond to all requests we receive from individuals wishing to exercise their data protection rights in accordance with applicable data protection laws.

5. LINKS TO OTHER WEBSITES

As part of the Site and the Service, we may provide links to or compatibility with other websites or applications. However, we are not responsible for the privacy practices employed by those websites or the information or content they contain. This Privacy Policy applies solely to information collected by us through the Site and the Service. Therefore, this Privacy Policy does not apply to your use of a third party website accessed by selecting a link on our Site or via our Service. To the extent that you access or use the Service through or on another website or application, then the privacy policy of that other website or application will apply to your access or use of that site or application. We encourage our users to read the privacy statements of other websites before proceeding to use them.

6. UPDATES

We may update this policy from time to time by publishing a new version on our Site. You should check this page occasionally to ensure you are happy with any changes to this policy. We may notify you of significant changes to this policy by email or by placing a prominent notice on our site. Significant changes will go into effect 30 days following such notification. Non-material changes or clarifications will take effect immediately. You should periodically check the Site and this privacy page for updates.

7. CONTACT US

This website is owned and operated by Your Favourite VA.

If you have any questions regarding this Privacy Policy or the practices of this Site, please contact us by sending an email to joannebutcher@yourfavouriteva.com.