

## Privacy Statement for Helda Systems Ltd

**Helda Systems Ltd (“Helda”) is committed to safeguarding your privacy. Please read the following privacy statement to understand how your personal information will be handled when you request a service or otherwise interact with Helda.**

### What personal information does Helda collect?

Helda gathers personal information from you when you provide it to us directly, via telephone conversation or through written or verbal conversation. This can include:

- Information about yourself and the company you work for. This may include your name and contact details, your company name and company details and information about your position within the company.
- Transaction information, for example if you make a purchase with us or contract for our services.

### How does Helda use my personal information?

Depending on the products or services you request, your interactions with us, and the permissions you give us, we will use your personal information for the following purposes:

- To fulfil your request and/or provide you with the services you have contracted for.
- To manage and respond to any queries or complaints.
- For market research, e.g. we may contact you for feedback about our service or any products we have supplied.
- For security purposes, to investigate fraud and where necessary to protect ourselves and third parties.
- To comply with our legal and regulatory obligations.

### We rely on the following legal basis, under data protection law, to process your personal information:

- The processing is necessary to perform a contract with you or take steps prior to entering into a contract with you (e.g. where you have requested a service from us, we will use your personal data to process the payment and fulfil your request).
- It is in the legitimate interests of Helda and your company, where you are submitting service requests on your company’s behalf.
- We have obtained your consent (e.g. where you contact us with a query).

### Who does Helda share my personal information with?

Helda needs to share information with certain selected third parties in order to operate our business:

- **Service Providers:** We provide information to our service providers acting on our behalf (for example to companies that provide accountancy services), as well as to those third parties involved in the delivery chain (for example freight forwarders, couriers and delivery companies). On occasion, we may also share personal information with our professional and legal advisors

Helda may also disclose personal information in cases where we believe the disclosure is necessary to protect the rights, property or personal safety of Helda, our customers, employees or the public, or where we are otherwise legally permitted to do so.

### Where does Helda store my personal information, and how long for?

Helda holds all customer personal information digitally on internal secure disk, also copies of sales invoices (for accountancy purposes).

We keep your personal information for as long as we need it for the purposes set out above, therefore this period will vary depending on your interactions with us. For example, where you have made a service request with us, we will keep a record of your purchase for the period necessary for invoicing and tax purposes. We may also keep a record of correspondence with for as long as is necessary to protect us from a legal claim.

### What does Helda do to protect my personal information?

In order to ensure the security and protection of your personal details whenever you submit any sensitive information such as account details, or personal information that could be deemed as sensitive, we use the following security methods:

- Sensitive account information is stored on our in-house systems.
- We will never ask you for sensitive information in an unsolicited phone call or email.

### How does Helda use my personal information for marketing?

Helda does not currently conduct any marketing activities and therefore your information will not be used outside of the scope listed above.

### How can I access, update, correct or delete my personal information?

You can view and edit your Personal Profile information at any time by emailing or writing to Helda directly.

Under UK data protection law, you have the right to access (including in a machine-readable format), correct, and request the erasure of your personal data, and Helda will comply with any requests to exercise these rights in accordance with applicable law. Please be aware, however, that there are a number of limitations to these rights, and there may be circumstances where we are not able to comply with your request.

### Contact Us

If you wish to contact Helda directly to discuss any of the matters outlined above please contact us:

By Post:	By Email:
Helda Systems Ltd 30 Granby Road Stockport SK2 6ET	info@helda.co.uk

You are also entitled to contact the UK Information Commissioner's Office if you have any questions or concerns regarding your personal information.

### Updates to this Privacy Statement

We may change this privacy statement from time to time in order to reflect changes in the law, regulatory guidance or our data privacy practices in compliance with the law. When this happens and where required by law, we will provide you with a new or an updated notice detailing how the use of your personal information is changing and, if necessary, obtain your consent for the further processing.