



## Kudos Software Ltd

### Privacy Policy

This Privacy Policy explains how we use personal information we collect about you when you use our website and covers:

- what personal information we collect about you
- how we use that information
- who we may share that information with
- the choices that you have about how we can make use of that information
- how to access and update your information

This website is owned and operated by Kudos Software Ltd, Cliff House, Cliff Road, Salcombe, Devon, TQ8 8JQ.

We updated our Privacy Policy on 20/01/2022.

### Our Legal Basis for Using your Information

The law only allows us to use your personal information in certain limited circumstances. We have listed these below and what information they allow us to process.

1. Where you have consented to us using your personal information  
When you submit information to us, we will process that information in order to comply with your request for further information.
2. Where we need to perform the contract we have entered into with you  
Examples of how we may use your information in order to comply with a contract that we have entered into with you:
  - To provide the information or products you have requested
  - To provide the services you have requested
3. Where it is necessary for our legitimate interests  
We may provide you with marketing information about our own products and services similar to those that you have purchased or enquired about (unless you tell us to stop). We also record telephone calls for quality and training purposes.
4. Where we need to comply with a legal obligation  
An example of how we may use your information to fulfil a legal obligations:
  - Keeping records for tax purposes

### Information we collect about you

#### Information you provide

We may collect personal information about you when you fill in one of our forms on our website or when you place an order for our products or services. We also collect information in order to provide training on our products or services and to provide you with support when using our products and services.



### Information we collect automatically

When you visit our website or use our services, we may collect certain information automatically.

For example:

- IP addresses
- how you clicked through our website
- dates and times when you accessed our website
- the dates times and contents of telephone calls

Website usage information is collected using cookies and other tracking technologies. Further information on our use of cookies can be found at [www.kudos-software.co.uk](http://www.kudos-software.co.uk)

### Information we collect from other sources

We work closely with third parties (eg: business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, search information providers, credit reference agencies) and may receive information about you from them. The organisations we work with include:

- NASSTAR – cloud data storage services ([www.nasstar.com](http://www.nasstar.com))
- Sage – accounting software ([www.sage.com](http://www.sage.com))
- Royal Mail
- Elavon / Opayo

There may be other organisations we work with, please contact us at [admin@kudos-software.co.uk](mailto:admin@kudos-software.co.uk) for the current list.

### How we use your information

#### Providing our services and website

The following are examples of how we use your information:

- to provide you with the information, products and services that you request from us;
- to carry out our obligations arising from any contracts entered into between you and us;
- to enable you to communicate, collaborate and share files with other users when you chose to do so
- to notify you about changes to our service or website;
- to help us develop our website to enhance your experience;
- to gain your feedback about your experience of our website and services;
- to administer our site and for internal operations, including troubleshooting, data analysis, testing, training, research, statistical and survey purposes;
- to monitor the quality of the service you receive when contacting us by telephone;
- to send you details of our special offers or events and for other marketing and promotional purposes where you agree that we can do so;
- as part of our efforts to keep our website safe and secure



### Legal Requirements and Law Enforcement

We may also disclose your personal information to third parties:

- If we sell our business in which case the personal information that we hold will be part of the transferred assets
- If we are required by law, or in order to enforce or apply our terms of use. This includes exchanging information with other organisations for the purposes of fraud protection and credit risk reduction

### Our Marketing

We may provide you with information about products, services, special offers, and other news where we feel these may interest you.

Depending on what contact information you have given to us, we may contact you by email or post, phone. We will only do this where you have consented to receiving such information from us.

You can opt out of such marketing at any time and if you wish to opt out, please email us at [sales@kudos-software.co.uk](mailto:sales@kudos-software.co.uk) or follow unsubscribe preferences.

### Information Sharing

We may share your information with carefully selected third parties including:

- Business partners, suppliers and sub-contractors for the performance of any contract we enter into with them or you
- Our Suppliers and sub-contractors who need to see your information in order to provide these services
- Analytics and search engine providers that assist us in improving and optimising your use of our site
- With other users you chose to share files, documents, photos and other materials

### Third Party Privacy Policies

Our site may contain links to and from the websites owned by third parties. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal information to these websites.

### Where we store your personal data

The information that we collect from you may be transferred to, processed and stored outside the European Economic Area ("EEA"). It may also be handled by staff working outside the EEA for us or for one of our suppliers.

We are committed to ensuring that our suppliers have appropriate technical, administrative and physical procedures in place to ensure that your information is protected against loss or misuse. All information you provide to us is stored on our secure servers or on secure servers operated by a third party.



Once we have received your information, we will use strict procedures and security features to ensure it is dealt with in accordance with this Privacy Policy.

### Retention of Information

We only hold your personal information for as long as necessary for the purposes for which we collected your information. We have a retention policy which lays down timescales for the retention of information.

The relevant data retention periods can be found below:

| Type of documents  | Description of document   | Retention period                 |
|--------------------|---|----------------------------------|
| Marketing database | Name and contact details of people expressing interest in our goods and services.             | Up to one year from last contact |
| Order database     | Name and contact details of all customers including emails, addresses and payment information | One year after last order        |
| Telephone records  | Date times and contents of incoming and outgoing telephone calls                              | 30 Days                          |

### Emails

If you chose to send us information via email, we cannot guarantee the security of this information until it is delivered to us.

### Your Rights

#### Access to information

You have the right to access information that we hold about you. If you wish to receive a copy of the information that we hold, please contact us at [admin@kudos-software.co.uk](mailto:admin@kudos-software.co.uk) or write to us at the address available on our website [www.kudos-software.co.uk](http://www.kudos-software.co.uk).

#### Changing or deleting your information

You can request that we change, amend, delete your information or restrict our processing by emailing us at [admin@kudos-software.co.uk](mailto:admin@kudos-software.co.uk)

#### Right to prevent Automated decision making

You have a right to ask us to stop any automated decision making. We do not intentionally carry out such activities, but if you do have any questions or concerns we would be happy to discuss them with you and you can contact us at [admin@kudos-software.co.uk](mailto:admin@kudos-software.co.uk).



### Transferring Personal Information

You have the right to request that your personal information is transferred by us to another organisation (this is called 'data portability'). Please contact us at [admin@kudos-software.co.uk](mailto:admin@kudos-software.co.uk) with the details of what you would like us to do and we will try our best to comply with your request. It may not be technically feasible, but we will work with you to try and find a solution.

### Complaints

If you make a request to us under this Privacy Policy and you are unhappy with the response, you can ask for the request to be reviewed under our internal complaints procedure. Our internal complaints procedure allows your request to be reviewed by our Managing Director who will do their best to try and resolve the issue.

If you have been through the internal complaints procedure and are still not happy with the result, then you have the right to complain to the Information Commissioner's Office. They can be contacted as follows:

Website: [www.ico.org.uk](http://www.ico.org.uk)  
Telephone: 0303 123 1113  
Address: Information Commissioners Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire SK9 5AF

### Changes to our Privacy Policy

We review our Privacy Policy on a frequent basis to check that it accurately reflects how we deal with your information and may amend it if necessary. You should check this page regularly to see the most up to date information.

### How to Contact us

We welcome questions, comments and requests regarding this Privacy Policy which can be sent to [admin@kudos-software.co.uk](mailto:admin@kudos-software.co.uk)