



DISTINCTIVE ASSISTANTS
Virtual PA Services

PRIVACY NOTICE

Name: Distinctive Assistants

Address: 19 Glenpeffer Avenue, Aberlady, East Lothian EH32 0UL

Phone No: 07785508477

E-mail: andrea@distinctiveassistants.co.uk

The type of personal information we collect:

We currently collect and process the following information:

- Personal identifiers, contacts, and characteristics (for example; name, contact number, and email address) through oral communication and email.
- Card information where online purchases are required on the client's behalf.

Before collecting this information we advise all clients to read our privacy notice.

How we get personal information and why we have it:

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

- Distinctive Assistants only use the contact information supplied by clients to provide our services and to communicate with you directly. We don't ask for any other information which is not relevant to the work we do for you.

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

- Your consent. You are able to remove your consent at any time. You can do this by contacting us directly.

How we store your personal information and what we use it for:

- Your information is securely stored on the cloud. Your data is stored as securely as possible. We rely on the third-party security system in place by the cloud storage company and cannot be held responsible should a breach occur.
- Distinctive Assistants use your data to communicate with you, liaise with you about our services, and for invoices and billing purposes.
- Distinctive Assistants will not pass on your information to anyone else unless with your prior consent.

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Updated: June 2020

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- We keep your contact data for as long as you use our services. We will then delete your information when you cease as a client.

Cookies:

Distinctive Assistants DO NOT USE COOKIES DATA on the website.

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 the 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 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 [Distinctive Assistants](#) if you wish to make a request.

On occasion, we may change or update our privacy notice. Should we make any updates that affect your privacy, we will make you aware of these changes.

If we are unable to contact you for any reason, we advise you to keep up to date with our privacy notice via our website.

How to complain:

If you have any concerns about our use of your personal information, you can make a complaint to Distinctive Assistants.

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

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

Distinctive Assistants is registered with the ICO - Reg No: ZA761176