



Privacy Policy BPAi (Best Practice Associates International Limited)

Who we are

We are Best Practice Associates International Limited - BPAi. Our address is Newstead House, Pelham Road, Nottingham, NG5 2AP. You can contact us by post at the above address, or by email at privacy@bpaigroup.com.

We are not required to have a data protection officer, so any enquiries about our use of your personal data should be addressed to the contact details above.

This privacy policy explains how we use and protect any personal data we collect about you. BPAi is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using our website or through contacting us, then you can be assured that it will only be used in accordance with our privacy statement.

BPAi may change our policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 19th June 2025.

Our Privacy Policy Principles.

Data protection laws require that we meet certain conditions before we are allowed to use your data in the manner described in this privacy policy.

We take our responsibilities under data protection laws extremely seriously, including meeting these conditions.

To use your personal data, we will identify the “lawful basis” of our processing, depending on the activities we are carrying out.

We will never spam you with irrelevant emails

You may opt out of our marketing email communications at any time

We will never sell, rent, make public or unlawfully distribute your personal information

Data will only be collected and processed when absolutely necessary

What information do we collect about you and where is this information stored?

We collect information about you when you fill in forms on our site, by corresponding with us by phone, e-mail or otherwise and this includes information you provide when you register to use our site, subscribe to our services, use the services provided by our website, when you provide us with information requested by us for the verification of your identity, and when you report a problem with our site.

The information you give us may include your name, address, e-mail address, phone number and any comments or information you provide. See the list below:

- Full name
- Company name
- Email address
- Telephone number
- Other information you supply relevant to your enquiry

Where is your information kept?

This information is kept on secure password protected managed servers and GDPR approved software packages only accessible via password by BPAi Staff and BPAi approved third party contractors.

How will we use the information about you?

We collect information about you to understand your needs and provide you with a better product and service. Or in certain programme conditions we will keep in contact with you to ensure compliance.

Specifically, we use your information for:

- Internal necessary record keeping
- Improve our products or services
- Possibly contacting you with marketing material/compliance relevant to your enquiry or product/service you may currently already be receiving. You may opt-out at any stage from within an email received via the unsubscribe button or by contacting the data privacy officer. Please note that BPAi will not be held responsible for any client being non-compliant through opting out by unsubscribing.
- to carry out our obligations arising from any agreements entered into between you and us and to provide you with the information, products and services that you request from us;
- to send you a welcome email to verify your details when you register with our website/contact us or request specific product details or other services and other emails for the purposes of providing a, including in relation to account management or system maintenance;
- to provide you with marketing information about other services or products we offer that are similar to those that you have already enquired about, or services or products you have consented to receiving on the site; and/or
- to notify you about changes to our services and/or products.
- or as part of our efforts to keep our site safe and secure;
- or to measure or understand the effectiveness of products and services we serve to you and others, and to deliver relevant product and services to you where permitted.

We will not sell, distribute or lease your personal information to any third parties unless we have your permission or are required by law to do so.

For certain client programmes we will obtain data from our client as a controller and conform to the policy required.

How long do we hold onto personal information?

Where required by English law we will retain the relevant compliance results for a period of 2 years from the date of audit. All hard copy data information received via our client's supplier network will be shredded within 30 days following completion of the programme and a certificate of destruction will be issued.

When your data is no longer required for any of the purposes it was provided for we will delete it as soon as possible but within 28 days.

Your rights and access to your information and correction

You have a number of rights under data protection law in relation to the way we process your personal data. These are set out **below**. You may contact us using the details above to exercise any of these rights, and we will respond to any request received from you within one month from the date of the request.

Depending on the lawful basis, you may have the right to:

- **access** personal data held by us about you
- **rectify** any inaccurate personal data held by us about you
- require us to **erase** personal data held by us about you. This right will only apply where (for example): we no longer need to use the personal data to achieve the purpose we collected it for; or where you withdraw your consent if we are using your personal data based on your consent; or where you object to the way we process your data
- **restrict** our processing of personal data held by us about you. This right will only apply where (for example): you dispute the accuracy of the personal data held by us; or where you would have the right to require us to erase the personal data but would prefer that our processing is restricted instead; or where we no longer need to use the personal data to achieve the purpose

we collected it for, but you require the data for the purposes of dealing with legal claims

- **receive** personal data, which you have provided to us, in a structured, commonly used and machine-readable format. You also have the right to require us to transfer this personal data to another organisation, at your request
- **object** to our processing of personal data held by us about you (including for the purposes of sending marketing materials to you)
- **withdraw** your consent, where we are relying on it to use your personal data (for example, to provide you with marketing information about our products and services).

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect.

Website visitor tracking

Like most websites, our website uses Google Analytics. This tool collects information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited. We use this information to better understand how visitors find us and how they interact with our website. We can use this to make adjustments to our website, to deliver a better user experience.

Cookies

Cookies are text files placed on your computer to collect standard internet log information and visitor behaviour information. This information is used to track visitor use of the website and to compile statistical reports on website activity.

Your right to complain

If you have a complaint about our use of your information, we would prefer you to contact us directly in the first instance so that we can address your complaint. However, you can also contact the Information Commissioner's Office via their website at www.ico.org.uk/concerns or write to them at:

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