



GenNorth Privacy Notice

(This document was last updated in August 2023)

1. Introduction

At GenNorth, we are committed to handling your personal data in a responsible and transparent way and in accordance with the law. This privacy notice explains how we collect and process any personal data you share with us when you interact with us.

We may change this document from time to time to reflect what we do with your information. Please check back frequently to see if changes have been made by the date it was last updated.

2. Who are we?

GenNorth is the trading name of GenNorth Limited (which is a registered company in England and Wales, 13325274). In this policy, references to GenNorth, or to 'we' or 'us' are to a reference to the trading name.

3. What personal information we collect and how we use it

The kinds of personal data we may collect include your contact details (such as your address, email address and telephone number) and information such as your job title and organisation name which we will request from you. In addition, we collect the personal data you choose to provide to us, for example if you contact us by letter, telephone, email, website form or any other means of electronic or personal communication.

We will use your personal data to deliver our services to you or the organisation for which you work or act. We may also use your personal data to inform you about our news, event, reports, services and marketing. We may also use your personal data for other purposes specified clearly at the point at which you provided your consent to us collecting and processing your personal data.

Please note that we may use or disclose your personal data if we are required by law to do so or if we reasonably believe that use or disclosure is necessary to protect our rights and/or to comply with judicial or regulatory proceedings, a court order or other legal process.

4. Accuracy of information

It is important that the personal data we hold about you is accurate and current. Please let us know if your personal data changes during your relationship with us.

5. Legitimate interests

We have a number of lawful reasons that mean we can use your personal information. One of these is something called 'legitimate interests'. Broadly speaking Legitimate Interests means we can process your personal information if we have a genuine and legitimate reason and we are not harming any of your rights and interests.

6. Sharing your information

We do not share your information with any other organisations or individuals unless we are when obliged to by law, for purposes of national security, taxation and criminal investigations or for the purposes and on the legal bases described above. Where we do so:-

- We provide only the information they need to perform their specific services.
- They may only use your data for the purposes we specify.
- We work closely with them to ensure that your privacy is respected and protected.
- If we stop using their services, any of your data held by them will either be deleted or irreversibly anonymised.

If we merge with another organisation to form a new entity, information may be transferred to the new entity.

We may also share your personal data with other organisations specified clearly at the point at which you provided your consent to us collecting and processing your personal data. We will never sell or rent your personal information to other organisations.

7. Retaining your information

We will only retain your personal data for as long as is necessary to fulfil the purposes for which it was collected and processed. To determine the appropriate retention period for your personal data, we will consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

Upon expiry of the applicable retention period, we will securely destroy your personal data.

8. Anonymisation of data

There may be circumstances in which we anonymise your personal data so that it can no longer be associated with you, in which case it is no longer personal data.

9. Our Cookie Policy

We have a small number of cookies active on our website, as almost all websites do, to help provide you with the best experience we can. Cookies are small text files that are placed on your computer or mobile phone when you browse websites.

Our cookies help us to make our website work as you'd expect and improve the speed / security of the site. Should you wish to remove or not use cookies from our site you can do so though this will likely mean that our site will not work as you would expect.

10. What are your rights?

You have a number of rights about how the personal information you provide can be used which are:-

- Transparency over how we use your personal information (right to be informed).
- The ability to request a copy of the information we hold about you, which will be provided to you within one month (right of access).
- Update or amend the information we hold about you if it is wrong (right of rectification).
- Ask us to stop using your information (right to restrict processing).
- Ask us to remove your personal information from our records (right to be 'forgotten').
- Object to the processing of your information for marketing purposes (right to object).
- Obtain and reuse your personal information for your own purposes (right to data portability).
- Not be subject to a decision when it is based on automated processing (automated decision making and profiling).

If you would like to exercise one of these rights, please contact us at hello@gennorth.co.uk. You will in general not have to pay a fee to exercise any of the rights mentioned above. However, we may impose a reasonable fee if your request to exercise your rights is manifestly unfounded or excessive, or if we have previously responded to the same request.

11. Changes to this privacy notice

We may need to update this privacy notice from time to time and will make an updated copy available on our website.

12. How to contact us

If you wish to talk through anything in our privacy policy, find out more about your rights or obtain a copy of the information we hold about you, please contact us and we will be happy to help.

If you wish to raise a complaint on how we have handled your personal information, please contact us so that we may investigate the matter. If you are not satisfied with our response or believe we are not processing your personal information in accordance with the law you can complain the Information Commissioner's Office (ICO).

If you wish to talk to us about anything in the policy or the information we hold about you please contact us:

Address: 1 Park Row, Leeds, LS1 5HN

By email: hello@gennorth.co.uk