

## Privacy Notice

In this Privacy Notice the terms, 'we' or 'us' is BISEN Ltd or BISEN Technology Investment Ltd.

Your privacy is important to us and we are committed to keeping your information secure and managing it in accordance with our legal responsibilities under applicable data protection laws. **Please read this Privacy Statement carefully as it contains important information to help you understand how and why we process any personal information that you give to us.**

### **What information we collect**

We process personal information which you give us:

As a customer to deliver market, marketing and sales support services to you.

Whilst servicing your request through our website, by email, in writing or over the phone.

If you request information or assistance from us.

### **What personal information we process**

We record your name, address, telephone number and email address for the purposes of communication with you to assess your requirement and determine whether we can support your business in our sectors and territories if interest.

### **Special categories of personal data defined in the General Data Protection Regulation / Act – May 2018**

Special categories of personal data include information about an individual's health and other categories of personal information which are closely protected.

We do not generally process such information unless you have voluntarily provided this to us. For example, where you have advised us of a health issue, which could mean that you may be classed as a "vulnerable". We will process sensitive information where you have voluntarily provided this information to us and have agreed that we can use this information to deliver services to you. Where possible we shall seek to minimise the collection and use of such special categories of personal data.

### **How we use your Information**

We use your information to:

Provide market, marketing and sales support services to you.

Provide and service your requests.

We will process your information where we have a legitimate interest to do so, to fulfil a contractual obligation with you (e.g. under our Market Agency Agreement or equivalent), where we are permitted by law or to comply with applicable laws and regulation.

**PURPOSE**

**LEGAL BASIS**

Providing a service and internal processing	
To provide you with any information on the services that you have requested	<ul style="list-style-type: none"> <li>Legitimate interests to provide information on the services you have requested</li> </ul>
To service and administer your request including billing, processing and verifying financial transactions	<ul style="list-style-type: none"> <li>Legitimate interests to provide and manage the service</li> </ul>
Relationship Management	
To inform you of products and services that may be of interest to you, where you have chosen to be made aware of this, and to arrange periodic Market Development Forum or project specific meetings	<ul style="list-style-type: none"> <li>With your consent</li> </ul>
Training and development	
For training purposes and to improve our service to you	<ul style="list-style-type: none"> <li>Legitimate interests to improve our services</li> </ul>
If we are obliged to disclose information by reason of any law, regulation or court order	<ul style="list-style-type: none"> <li>To comply with legal obligations</li> </ul>
Other	
For any other purpose to which you agree.	<ul style="list-style-type: none"> <li>With your consent</li> </ul>

### How we retain your personal information

We will retain your personal information in accordance with applicable UK laws. We will take reasonable steps to destroy or anonymise personal information we no longer need for the purposes we have set out above.

### Our retention periods are:

Type of personal Information	Retention Period
Your normal personal data	<ul style="list-style-type: none"> <li>1 year after the end of our relationship with you</li> </ul>
Special categories of personal data	<ul style="list-style-type: none"> <li>1 year after the end of our relationship with you</li> </ul>

### **How we share your information**

To undertake our business activities, we may have to share your information with our IT providers.

### **Security**

BISEN Ltd and BISEN Technology Investment Ltd use a third-party service to help maintain the security of this website. To deliver this service it processes the IP addresses of visitors to this website.

### **Changes to this privacy notice**

We keep our privacy notice under regular review. This privacy notice was last updated on 11 May 2018.

### **Yours rights**

You have the right to request copies of your personal information. If you think any of the personal information we hold about you is inaccurate, you may also request it is corrected or erased. You also have a right, in certain circumstances, to object to our processing of your personal information, to require us to stop processing your personal information and/or to withdraw your agreement to processing based on 'consent', but this does not apply where we have other legal justifications to continue processing your data or an overriding legitimate interest.

In relation to all of these rights, please write to us at the address in the "Contact Us" section below.

### **Complaints process**

If you have a complaint about how we have handled your personal information you may contact us using the details below and we will investigate your complaint. You also have the right to complain to the Information Commissioner's Office – ([www.ico.org.uk](http://www.ico.org.uk)).

### **Contact us**

You can [email us](#) or write to:

Data Protection Officer  
BISEN Group Ltd  
38 Borough High Street  
London  
SE1 1XW