

Privacy policy - Affinity (London) Ltd.

This privacy policy sets out how Affinity (London) Ltd, henceforth described as “Affinity”, uses and protects any information that you provide when you use this website, or you make an enquiry or enter into a contract with us.

Affinity is committed to ensuring that your privacy is protected. Should we ask you to provide personal information by which you can be identified when using our services or accessing our website, then you can be assured that it will only be used in accordance with this privacy statement and in the pursuance of our contracted service to you.

Affinity may change this 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 23rd May 2018.

Section 1 - Your information

What we collect

We may collect the following information:

- Name and job title
- Contact information including email address
- Address
- Preferences and interests
- Other information relevant to fulfilling the service as contracted for

What we do with the information we gather

We require this information to understand your needs and provide you with a better service, and for the following reasons:

- Internal record keeping.
- We may use the information to improve our products and services.
- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail.
- To verify client identity by searching publicly available records
- For our legitimate business purposes for internal business analysis
- For matching clients

Your personal data will only be retained for as long as necessary to fulfil the purposes for which we collected it and to conform with statutory legal requirements. We will retain all billing transaction data and a history of the services we provide for a period of approximately 6 years from the end of our contractual obligations to the client.

If there is continued contact with the client/potential client on an ongoing basis (at a minimum once every 2 years), the personal data will continue to be retained.

Section 2 - Our Policy for Client Contact

“In contract” clients

Affinity maintains contact by phone, text, email, in writing and in person with “in-contract clients” to fulfil their membership contract.

Lapsed & prospective clients

From time to time, Affinity may make contact by phone, text or email or in writing, unless expressly requested not to do so by the client or potential client.

Affinity may propose a potentially suitable match for a client or ask if they wish to start a new contract with Affinity. Affinity may also make contact to check on the progress of a relationship or to ask whether the client would like to remain on the Affinity database.

Section 3 - 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 online, through discussion with you personally and from our Affinity Questionnaire and Chemistry Factor.

Section 4 - Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

- If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us.
- if you decide to cancel your membership for any reason, you may request that we destroy any information we have regarding you.
- If requested by the client, a client record will be entirely deleted from the Affinity database except in the following case:

When complete deletion of a client record on our database would also delete the record of matches completed with other Affinity clients, Affinity will delete the client record but will retain in the match history of these specific other clients the name of the client as being matched with them.

- Unless you expressly prohibit us from doing so, we will from time-to-time share your profile information (without contact details) with one or more of a selected group of introduction agencies with whom we perform cross-matching. These agencies work cooperatively with us to provide a greater number of matches for our clients.
- We will not otherwise sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting unless you tell us that you wish this to not happen.

You may request details of personal information which we hold about you under the Data Protection Act 1998. If you would like a copy of the information held on you, please contact us.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us at:

Data Controller, Affinity (London) Ltd, 3rd Floor, 207 Regent Street, London W1B 3HH

info@affinitylondon.com

We will promptly correct any information found to be incorrect.