



SAFEDATASTORAGE

## Privacy Policy

<b>Document Ref.</b>	<b>POL07</b>
<b>Version:</b>	<b>5</b>
<b>Dated:</b>	<b>12 February 2025</b>

## Introduction

The purpose of this policy is to explain how Safe Data Storage (“SDSL”) collects, protects, and uses personal data to enable us to provide a high quality of service that would be expected from a secure data storage company. In collecting this information, we are acting as a data controller and, by law, we are required to provide you with information about us, about why and how we use your data and about the rights you have over your data.

SDSL is committed to ensuring that any personal data supplied by its customers or otherwise generated by its business activities is collected and processed fairly and lawfully.

## When you use our website or SafeHub

When you use our website or login to SafeHub to browse our products and services and view the information we make available, a number of cookies are used by us and by third parties to allow the website to function, to collect useful information about visitors and to help make your user experience better.

Some of the cookies we use are strictly necessary for our website to function, and we don’t ask for your consent to place these on your computer. These cookies are shown below.

Cookie Name	Purpose	Further Information
_ga _gat _gid	<b>Universal Analytics (Google)</b> Included in each page in order to provide us with website analytics.	<a href="#">Google Analytics Cookie Usage on Websites</a>
XSRF-Token	<b>CSRF Prevention</b> Helps prevent malicious cross-site requests to our website.	<a href="#">Prevent Cross-Site Request Forgery (XSRF/CSRF) attacks in ASP.NET Core</a>

While cookies help us improve your experience while visiting our website you have the option to block them through your Internet browser or other commercially available software. However, doing so may make some of our sites' features unavailable to you.

## When you submit an enquiry via our website

When you submit an enquiry via our website, we ask for your name, email address and telephone number.

We use this information to respond to your query, including providing you with any requested information about our products and services. We may also email you several times after your enquiry in order to follow up on your interest and ensure that we have answered it to your satisfaction. We will do this based on our legitimate interest in providing accurate information prior to setting up a trial.

Your enquiry is stored and processed within our ticket system “Zoho desk” hosted by ZOHO, the information you give us is not shared.

We do not use the information you provide us to make any decisions that might affect you.

We keep enquiry details for one year, after which they are deleted as specified in our Retention Policy.

## Support Account

When you create a support account via our ticket system, “Zoho”, we ask for your email address and name.

We use this information to respond to any tickets placed to assist with your query and to provide support. We will do this based on our legitimate interest in providing you with accurate information and support.

Your account details are stored and processed within our ticket system “Zoho” and the information you give us is not shared.

We do not use the information you provide us to make any decisions that might affect you.

These details remain within the ticket system until the account is deleted.

### Safe Data Storage Resellers

Resellers of Safe Data Storage also have access to SafeHub. We ask for your email address and name. We use this information to contact you regarding your clients’ backup status. This information is stored on our servers and the information you give us is not shared.

The duration of the data processing activities is in line with the Term and Conditions and as such will stop upon termination of Services.

## Signing up for a trial / account

### What Types Of Personal Data Does SDSL Collect?

We need certain personal data to enable us to provide our products and services to our customers.

When setting up a trial account the data collected will include: company name, postal address, individual contact names, telephone number and email address. Once the service has commenced we will see the IP address used by the account and the backup sets selected for backing up. All of this selected data is compressed and encrypted prior to it leaving the client system. We are unable to read any of the data that is backed up to our servers.

When a trial has ended we contact you to see if you want to continue using our service and a paid account is set up. Payment details will then be requested and contact name and email address is needed for invoicing. We do not store any financial or credit card information. We have a certificate of validation in compliance with requirements of the PCI DSS.

At any point should the service be cancelled all backed up data will be immediately removed from the account, including backup sets.

Financial and accounting records are kept for seven years, after which they are deleted as specified in our Retention Policy.

### How Does SDSL Obtain Personal Data?

We obtain personal data in a number of ways, including from orders placed by customers, both businesses and consumers (whether by telephone, email, or by our website), from enquiries made by existing customers and potential customers and from vendors, contractors or applicants for employment.

A name, address (postal and email) and telephone number are the most important pieces of information, particularly for customers, but also for job candidates. We may request other information, based on, for example, the service(s) being ordered. We also obtain data from partners who pass on data to us about their end users.

## How Does SDSL Use the Personal Data it Holds?

- Providing and improving our service

We use the personal data we collect to provide a service to our customers. Such uses include enabling your account, billing, technical support, product development, sending you backup reports and server status notices, fraud detection and prevention, regulatory or law enforcement requirements. We will do this based on our legitimate interest in providing you with accurate information and support. In addition, we may also use data to improve on the level and type of service we offer to our customers. As part of this interest in improving the service provided, we may also process personal data for the purposes of customer use analysis and reporting.

- Direct Marketing

We may also use your personal information to contact you regarding additional products and services.

## To Whom Does SDSL Disclose Personal Data?

We will pass personal data internally in order to fulfil sales and support obligations as well as to finance to enable invoicing.

As a general rule, SDSL does not disclose personal data to unaffiliated third parties except, as communicated to you during your service order, where such disclosures would be necessary for SDSL to provide the service to you. Such necessary disclosures would occur in accordance with applicable laws and may include: instances where SDSL has contracted with third parties to assist in providing services to SDSL customers, including such elements as delivery, installation and systems support; where SDSL is under an obligation by law to disclose personal data; or where we believe that a disclosure is necessary to identify, contact or bring legal action against individuals who may be endangering public safety or interfering with SDSL property or services, or with our customers' or others' use of them.

## How Does SDSL Protect the Personal Data it Holds?

We take customer confidentiality and security very seriously. We have implemented the appropriate technical and organisational security measures to protect your personal information, including internal security procedures that restrict access to and disclosure of personal data within SDSL. We also use encryption, firewalls and other technology and security procedures to help protect the accuracy and security of your personal information and prevent unauthorized access or improper use. For example, you will note that while using some features of the website and online services, you will need to submit a password or some other type of authenticating information.

We will also actively investigate and cooperate with law enforcement agencies regarding any allegations of abuse or violation of the system.

## Your rights as a data subject

By law, you can ask us what information we hold about you, and you can ask us to correct it if it is inaccurate. If we have asked for your consent to process your personal data, you may withdraw that consent at any time.

If we are processing your personal data for reasons of consent or to fulfil a contract, you can ask us to give you a copy of the information in a machine-readable format so that you can transfer it to another provider.

If we are processing your personal data for reasons of consent or legitimate interest, you can request that your data be erased.

You have the right to ask us to stop using your information for a period of time if you believe we are not doing so lawfully.

Finally, in some circumstances you can ask us not to reach decisions affecting you using automated processing or profiling.

To submit a request regarding your personal data by email, post or telephone, please use the contact information provided below.

You may access, update and correct, rectify or delete your personally identifiable information, and may change your marketing preferences at any time by contacting Customer Service through the telephone phone number or email address on your invoice, or through the company contact information shown on the website, [www.safedatastorage.co.uk](http://www.safedatastorage.co.uk)

Please note, however, that choosing to delete some types of personal information may prevent us from supplying certain services to you as a customer, vendor or partner, or responding to your queries as a job applicant or contractor. In order to better protect you and safeguard your information, we take steps to verify your identity before granting access or making corrections to your information.

### Contact Details

Safe Data Storage Limited  
4a Victoria Works  
6 Fairway  
Petts Wood  
Kent  
BR5 1EG

Telephone number: 01689 661 030

Email: [gdpr@safedatastorage.co.uk](mailto:gdpr@safedatastorage.co.uk)

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

### Policy Updates

As part of SDSL's commitment to compliance with data privacy requirements, and to reflect changes in its operating procedures, SDSL may update the terms of this policy from time to time. If we want to make use of your personal data in a way that we haven't previously identified, we will contact you to provide information about this and, if necessary, to ask for your consent.