



## Privacy Policy

- 1.1 This Privacy Policy applies to the processing of personal information collected from users of our websites or that you provide to Unique Support for Unique People (US4UP).
- 1.2 For the purpose of the General Data Protection Regulation 2016 ("the GDPR", as may be amended from time to time).
- 1.3 We are committed to protecting and respecting your privacy. The purpose of this Policy is to explain how we collect, use and secure personal information collected on the website or directly supplied by you.

## **2 Key Definitions**

- 2.1 **Personally Identifiable Information** ("PII") means any information relating to an identifiable person, including an individual's name, contact information, professional title, and employer. For the purposes of the GDPR, an individual's internet protocol address ("IP address") may be considered PII.
- 2.2 **Tracking Technologies** means cookies, web beacons, serving tracking technologies or other technology solutions performing similar functions. These technologies may include first party cookies (cookies referencing the domain of the website being visited) and third-party cookies (cookies referencing a domain other than the one of the website being visited) those placed by a website other than the one being visited), local shared objects (commonly referred to as "Flash Cookies"), HTML 5 Cookies and tracking pixels (including transparent or clear gifs).

2.3 **User or you** mean any individual who views or interacts with the Website, whether or not they are a Customer or a Potential Customer.

### **3 What Information do we collect and how is it collected?**

#### **3.1 Personally Identifiable Information (PII)**

US4UP collects and processes PII limited to information necessary to achieve one or more legitimate business purposes as described in this Policy. PII may include:

- Basic information such as your name, address, telephone number or email address
- Information that you provide by filling in a referral form on the website, this may include health conditions and sensitive information.

#### **3.2 Cookies**

One of the ways in which we collect information is through Tracking Technologies such as cookies. Cookies are small text files containing information that is stored on your device.

They help us to improve our site and to deliver a better and more personalised service. They enable us to:

- Estimate our audience size and usage pattern
- Store information about your preferences, and so allow us to customise the site according to your individual interests
- Speed up your searches
- Recognise you when you return to our site

US4UP will seek your consent to use cookies the first time you visit our site (or on subsequent occasions if the cookie that records such acceptance is deleted). However, you may not be able to use all the features of the site if consent is not given.

### **4 How is your Information used?**

#### **4.1 We may analyse information collected from you indirectly to:**

- Help us customise the content you are shown while visiting our site
- Help us improve the content on our sites

- Personalise your user experience
- Identify trends, statistics and measurements that could contribute to the enhancement of the service

## 5 Why do we collect your Information?

Collecting information helps US4UP tailor services to you and therefore communicate with you more effectively. Finally, collecting your information makes it possible to operate the business more effectively.

## 6 What is the Legal Basis for the Processing of PII?

- 6.1 Depending on the nature of the relationship and the purpose in each case, we rely upon consent, contract and legitimate business interests for processing PII. For example, we may process PII with a User's consent when they agree that we may place cookies on their devices, or that we can process information that they enter into a form on one of our sites.
- 6.2 It is in our interest as a business to enhance the services that we provide which may include processing your information to enable us to:
  - Respond to User enquiries and to fulfil user requests
  - Complete transactions
  - Provide customer service
  - Send administrative information
  - Personalise Users' experiences with our sites
  - Do so where we are required to by law
- 6.3 We may also process PII when it is in our or a Users' legitimate interests to do so and when these interests are not overridden by an individual's data protection rights. These legitimate interests include providing services to enable us to provide Users of our sites with more relevant content.

## **7 Who do we share your information with?**

7.1 US4UP does not share your information with any third parties and is used solely within the business. The only exceptions are if there are Safeguarding concerns or if we received a valid warrant from the police to disclose your information as part of a criminal investigation.

## **8 Data Retention**

- 8.1 We will retain the PII that you provide while you remain a Customer of Unique Support for Unique People to provide you with the best possible service.
- 8.2 We will never retain PII about you for longer than is necessary to fulfil the purpose for which it was originally collected. After support has ended the PII will be deleted.
- 8.3 With your permission we may pass on relevant information with other agencies and professionals that are working with you. Unless an individual is at risk of harm (see Safeguarding Policy).
- 8.4 If you would like more information about how your information is retained, please email [us4up@outlook.com](mailto:us4up@outlook.com).

## **9 How do we Store and Secure Your Information?**

- 9.1 We take the security of the data that we collect very seriously.
- 9.2 By providing your PII you agree to us storing or processing it. US4UP will take all steps reasonably necessary to ensure that your information is treated securely and in accordance with this Policy.
- 9.3 Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your PII, we cannot guarantee the security of your information transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

## **10 Access to Information, Opting Out and Your Privacy Rights**

- 10.1 You have the right to access, rectify, erase, restrict, transfer, or object to the

use of your information. If you wish to exercise any of these rights or have questions regarding this policy or how we use your information, please contact us at [us4up@outlook.com](mailto:us4up@outlook.com).

- 10.1 You may change or update the information that we hold about you at any time and as often as necessary. We will respond to all such requests without undue delay, and in accordance with the provisions of the GDPR.

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## **14 Changes to this Privacy Policy**

Unique Support for Unique People reserve the right to modify or amend this Policy from time to time. We will not reduce your rights under this Policy without your consent. If the Policy is amended the latest version will be updated on the website [www.us4up.co.uk](http://www.us4up.co.uk)

**Policy to be reviewed January 2027**