

At SoundWave, we understand that we have a responsibility to protect and respect your privacy and look after your personal data. This Privacy Notice, explains what personal data we collect, how we use your personal data, reasons we may need to disclose your personal data to others and how we store your personal data securely.

Who are we?

SoundWave is a provider of analytical reports which detail your preferences in talk and communication. SoundWave Global Limited has a registered office at Wellington Walk, Bristol, England, BS10 5ET and company number [03656438](#). Kevin Eyre is the Managing Director.

How the law protects you

Data protection laws state that we are only able to process personal data if we have valid reasons to do so. The basis for processing your personal data is to prepare SoundWave feedback reports for your own information and insight.

How do we collect personal data from you?

We receive information about you when you consent to complete a SoundWave self-perception or 360 questionnaire. This is limited to your email address, name, age, gender and nationality and all such submitted data seeks your consent before being submitted.

What type of data do we collect from you?

The personal data that we may collect from you includes your name and email address. Additionally we process the personal

demographic data that you consent to provide to us for purposes of producing your personalised reports and for us to analyse aggregate Soundwave data.

How do we use your data?

We use information about you in the following ways:

- To provide you with SoundWave reports;
- To help us identify you and any reports that have been created for you
- To provide customer care, including responding to your requests if you contact us with a query
- To carry out statistical analysis

Retention periods

We will keep your personal data for as long as you wish to access your Soundwave User Dashboard. You can at any point terminate your use of it by selecting the option inside the dashboard. We shall retain your data only for as long as necessary in accordance with applicable laws.

On the closure of your account, we may keep your data for up to 7 years after you have cancelled your services with us. We may not be able to delete your data before this time due to our legal and/or accountancy obligations. We may also keep it for research or statistical purposes. We assure you that your personal data shall only be used for these purposes stated herein.

Who has access to your personal data?

Only employees of SoundWave Global have access to your personal data

Third Parties

For the avoidance of doubt, we do not and never shall sell your personal data to third parties for marketing or advertising purposes.

We may pass your personal data to third parties for the provision of services on our behalf (for example statistical analysis). However, we will only ever share information about you that is necessary to provide the service and we have specific contracts in place, which ensure your personal data is secure and will not be used for any marketing purposes.

We may share your information if we are acquired by a third party and therefore your data will be deemed an asset of the business. In these circumstances, we may disclose your personal data to the prospective buyer of our business, subject to both parties entering into appropriate confidentiality undertakings.

Similarly, we may share your personal data if we are under a duty to disclose data in order to comply with any legal obligation or to protect the rights, property, or safety of SoundWave Global Limited, our customers, or others. This includes but is not limited to exchanging information with other companies and organisations for the purposes of fraud protection, credit risk reduction and dispute policies. However, we will take steps with the aim of ensuring that your privacy rights continue to be protected.

Your rights

In preventing the use or processing of your personal data, it may delay or prevent us from fulfilling our contractual obligations to you. It may also mean that we shall be unable to provide our services or process the cancellation of your service.

You have the right to object to our use of your personal data, or ask us to delete, remove or stop using it if there is no need for us to keep it. This is known as your right to be forgotten. There are legal and accountancy reasons why we will need to keep your data, but please do inform us if you think we are retaining or using your personal data incorrectly.

Our Privacy Notice shall be made clear to you at the point of collection of your personal data.

Accessing your data

You have the right to access the information we hold about you. Please email your requests www.soundwave.global so that we can obtain this information for you.

Links to other sites

SoundWave has no links to any other sites.

Where we store your personal data

We follow accepted ISO standards to store and protect the personal data we collect, including the use of encryption if appropriate. All information you provide to us is stored on our secured servers within the EEA. From time to time, your information may be transferred to and stored in a country outside the EEA in relation to provision of the services. The laws in these countries may not provide you with the same protection as in the EEA; however, any third party referred to above outside of the EEA has agreed to abide by European levels of data protection in respect of the transfer, processing and storage of any personal data. By providing your data to us, you agree to this transfer and storage. However, we will ensure that reasonable steps are taken to protect your data in accordance with this privacy notice.

As the transmission of information via the internet is not completely secure, we cannot guarantee the security of your data transmitted

to our site and 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.

Any sensitive data (payment details for example) are encrypted and protected.

Where we have given you (or where you have chosen) a password which enables you to access certain parts of our website, you are responsible for keeping the password confidential. We ask you not to share a password with anyone.

Liability

We agree to take reasonable measures to protect your data in accordance with applicable laws.

Data Breaches

In the event of a data breach, we shall ensure that our obligations under applicable data protection laws are complied with where necessary.

Contact us

Please e-mail any questions or comments you have about privacy to us at www.soundwave.global

Your right to make a complaint

You have the right to make a complaint about how we process your personal data to the Information Commissioner:

<https://ico.org.uk/concerns/>

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF