



Privacy Policy for More Than A CRM

Effective Date: 1st October 2024 **Last Updated:** 1st October 2024

More Than A CRM ("we," "us," or "our") respects your privacy and is committed to protecting the personal data you share with us. This Privacy Policy describes how we collect, use, and disclose your information when you use our services (the "Service"), and your privacy rights.

1. Data Collection

We collect and process personal data to provide and improve our Service to you. Personal data may be collected in the following ways:

a. Information You Provide to Us Directly

- **Account Information:** When you create an account, we collect information such as your name, email address, phone number, billing address, and payment details.
- **Customer Data:** As a user of our Service, you may upload or share personal information about your customers, leads, or other third parties as part of your CRM activities.

b. Information Collected Automatically

When you access the Service, certain data is automatically collected through your browser or device, such as:

- **Usage Data:** Information on how you access and use the Service, including your IP address, browser type, device type, pages viewed, and time spent on each page.
- **Cookies and Tracking Technologies:** We use cookies, beacons, and similar technologies to monitor your activity on our Service, analyze trends, and gather demographic information.

c. Information from Third Parties

We may receive data from third-party sources such as payment processors or analytics providers to facilitate payment and improve our Service.

2. Use of Personal Data

We use the personal data we collect for the following purposes:

- **To Provide and Maintain the Service:** Using your information to create and manage your account, process transactions, and provide support.
- **To Improve Our Service:** Analyzing usage and trends to improve the Service's functionality, design, and user experience.



- **To Communicate with You:** Sending transactional emails, updates, newsletters, and promotional materials. You may opt out of receiving marketing communications at any time.
- **To Enforce Legal Agreements:** Processing your data as necessary to fulfill our contractual obligations, comply with laws and regulations, and enforce our Terms and Conditions.

3. Legal Basis for Processing Personal Data

If you are located in the United Kingdom or the European Economic Area (EEA), we rely on the following legal bases for processing your personal data:

- **Contractual Necessity:** Processing necessary to perform our contractual obligations to you, such as providing the Service.
- **Legitimate Interests:** We may process your data for our legitimate interests, provided that such interests are not overridden by your rights and freedoms. This includes fraud prevention, improving our Service, and understanding our users.
- **Consent:** If we rely on your consent for processing personal data, you may withdraw your consent at any time by contacting us.

4. Data Sharing and Disclosure

We do not share, sell, or disclose your personal data with third parties except in the following cases:

- **Service Providers:** We may share your data with third-party vendors who provide services on our behalf, such as payment processing, data analysis, email delivery, and hosting.
- **Legal Requirements:** We may disclose your data if required to comply with legal obligations, such as a court order, regulatory requirement, or legal process.
- **Business Transfers:** In the event of a merger, acquisition, or asset sale, we may transfer your data to the new owner.

5. International Data Transfers

Your information may be transferred to and processed in countries other than the country in which you reside. If data is transferred outside of the United Kingdom or EEA, we will ensure that appropriate safeguards are in place, such as using standard contractual clauses approved by the European Commission or the UK's International Data Transfer Agreement.

6. Data Retention

We retain your personal data for as long as is necessary to fulfill the purposes outlined in this Privacy Policy or as required by law. After this period, we will delete or anonymize your data. You may request data deletion at any time by contacting us, but note that certain information may need to be retained for legal compliance or legitimate business purposes.



7. Your Data Protection Rights

If you are in the UK or EEA, you have the following rights concerning your personal data:

- **Right to Access:** Request a copy of the personal data we hold about you.
- **Right to Rectification:** Request correction of any inaccurate or incomplete data.
- **Right to Erasure:** Request the deletion of your personal data, subject to certain conditions.
- **Right to Restrict Processing:** Request that we restrict the processing of your data under certain conditions.
- **Right to Data Portability:** Request a copy of your data in a structured, machine-readable format.
- **Right to Object:** Object to our processing of your data where we are relying on legitimate interests.
- **Right to Withdraw Consent:** Withdraw your consent for data processing at any time.

To exercise any of these rights, please contact us using the contact information provided below.

8. Data Security

We implement appropriate technical and organizational measures to protect the security of your personal data. However, please note that no electronic transmission or storage method is 100% secure, and we cannot guarantee absolute data security.

9. Cookies and Tracking Technologies

We use cookies and similar technologies to collect information about your use of the Service. You can control the use of cookies through your browser settings. However, disabling cookies may affect your ability to use certain features of the Service.

10. Children's Privacy

Our Service is not directed to individuals under the age of 18. We do not knowingly collect personal data from children under 18. If you become aware that a child has provided us with personal data, please contact us so that we can take appropriate action.

11. Changes to This Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page, and, where required by law, we will seek your consent for significant changes. You are advised to review this Privacy Policy periodically for any changes.

12. Contact Us



If you have any questions about this Privacy Policy, your rights, or any concerns regarding your personal data, please contact us at:

onestop@lvaservices.com C/O L.T. VA Services: Building 15, Unit 1.2, Cromford Mill,
Derbyshire DE4 3RQ

By using **More Than A CRM**, you acknowledge that you have read, understood, and agree to this Privacy Policy.