

The Outcome Gap

Privacy Policy

Contact details

Name: The Outcome Gap Ltd

Address: Registered at 86-90 Paul Street, London, EC2A 4NE

Phone: 07767863354

E-mail: kate@theoutcomegap.com

Website: www.theoutcomegap.com

Updated: 18 Sept 2023

1. The type of personal information we collect

We collect and process the following types of personal information:

- Personal identifiers and contacts (for example, name and contact details)
- Job titles, email addresses, organisation name and sector
- Location data and online identifiers

2. How we get the personal information

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- Email or social media subscription to updates, recruitment or events
- Communications regarding mutual work and prospective collaboration
- Contracts of work
- SEO statistics for website management and marketing purposes

3. Why we have it

We use the information that you have given us in order to

- Alert you to news and updates through newsletter, LinkedIn and direct email
- Undertake data analysis under a contractual agreement

- Understand SEO and website performance analysis
- Marketing

We may share this information with HMRC or legal entities as determined by UK law.

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are:

(a) Your consent. You are able to remove your consent at any time. You can do this by contacting kate@theoutcomegap.com

(b) We have a contractual obligation.

(c) We have a legal obligation.

(d) We need it to perform a public task.

(e) We have a legitimate interest.

4. How we store your personal information

Your information is securely stored in an encrypted file.

We review data annually and will delete information no longer relevant to the business needs described in 3 above.

5. Your data protection rights

Under data protection law, you have rights including:

Your right of access - You have the right to ask us for copies of your personal information.

Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

Your right to object to processing - You have the the right to object to the processing of your personal information in certain circumstances.

Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at kate@theoutcomegap.com if you wish to make a request.

6. How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us at kate@theoutcomegap.com, or in writing to 86-90 Paul Street, London, EC2A 4NE.

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>