

Privacy Policy:

Smartspeed Consulting Limited

Overview

This privacy policy covers Smartspeed Consulting Limited (further referred to as Smartspeed) and the websites listed here:

- www.smartspeed.co.uk
- www.smartspeed.info
- www.systemsandprocesses.co.uk
- www.continuousimprovementmadeeasy.com
- www.continuously.website

Smartspeed complies with the General Data Protection Regulation (2018) and this privacy policy outlines how we handle personal and business data.

Smartspeed is a registered with Companies House (company number 6063450).

Contact Details

If you need to contact Smartspeed you can:

- Email us at: info@smartspeed.co.uk
- Write to us at: Smartspeed Consulting Limited, 6 Linton, Killingworth, Tyne and Wear, NE12 5BH.
- The contact name for all privacy queries is Giles Johnston (Director).

Purpose of processing

Although we undertake very limited processing of data, and especially personal data, the following activities are undertaken by Smartspeed.

- Email correspondence is stored, securely, via Microsoft's Office 365 service for the duration of any service contracts or projects undertaken. Only emails that have project information are stored, all other emails are deleted. Deleted emails are purged every six months.

- Project data is archived, via Microsoft's One Drive service, and has no retention policy specified.
- Email updates / email marketing is managed via Send Fox and only Smartspeed staff have access to these accounts. Sign up for the newsletter is entirely voluntary and uses the double opt-in service to ensure all signups are legitimate. The use of a person's email address is made clear at the point of signup and during the double opt-in process. Persons receiving the periodic emails can unsubscribe at any time by either following the instructions on the footer of the emails, or by contacting info@smartspeed.co.uk and making a request to be removed from the list.
- The contact forms used on the websites listed above convert their data to an email format and any data received is treated as email correspondence (as detailed above).
- Google Analytics are used on all the listed websites. This data is used to help improve website design and user experience. The collection of this data requires a cookie to be placed on your device(s) and information passed to Google Analytics is in a generalised format. No personal data is transmitted to, or stored, by Google with reference to the tracking cookies.
- No data used by Smartspeed is passed to any other organisations for further processing.
- For users accessing course and subscription based resources on a website, the information is used to grant access and maintain permissions.
- For users of Continuously, their information is used to access and create records inside of the application.

Cookies Policy

In order for our Google Analytics reporting to work the above listed websites will attempt to place a cookie onto your browsing device when you visit the site.

A cookie is a very small text file that your web browser places on your device's storage / hard drive. Our cookies are only used to store a unique identifier. They do not store any information about you, your orders or any password or credit card information.

You do not have to accept our cookies in order for our websites to work.

Data retention periods

The data we hold is only held for the period of time that it is relevant:

- Personal contact details are retained for the period of time that they are valid. Contact details, as stored in email systems and mobile phones are reviewed

every six months to ensure that only up to date and relevant contact information is retained by Smartspeed.

- Email addresses, as held within Send Fox, are reviewed every six months to delete the addresses that are no longer valid or that have unsubscribed from the service.
- Project data files are held without a retention period as these files may need to be reviewed in the future. No personal details are held within these project files.

Your (individual) rights under GDPR

Smartspeed complies with the GDPR and as such every 'data subject' has the following rights:

1. The right to be informed.
2. The right of access.
3. The right to rectification.
4. The right to erasure.
5. The right to restrict processing.
6. The right to data portability.
7. The right to object.
8. Rights in relation to automated decision making and profiling.

To exercise your rights, please review this privacy policy and contact us with your request if you cannot find the information you need.

Your right to withdraw consent at any time

Should you wish to withdraw your consent for Smartspeed to store your data please email info@smartspeed.co.uk and let us know. Your data will be removed from our systems and you will be notified by return email.

If your withdrawal of consent relates only to email updates, via Send Fox, then please note that you are able to unsubscribe at any time from this service (following the instructions in the footers of the emails themselves).

Your right to lodge a complaint with a supervisory authority

Although Smartspeed will aim to deal with any complaints directly you may contact the Information Commissioners Office (ICO) should you be unhappy with how Smartspeed handles personal data.

You can contact the ICO using the information located at <https://ico.org.uk/concerns/>

What happens if you fail to provide personal data

As discussed in this document, Smartspeed handles very little personal information. Failure to provide personal information to Smartspeed could result in:

- An individual not receiving our email updates.
- An inability for Smartspeed to contact an individual about a project (or other) query.

Automation of personal data

There is no automation of personal data undertaken by Smartspeed.

Version 4

03/01/2026