

Privacy Policy

SMH IT Solutions Limited (“**SMH Solutions**”, “**we**”, “**us**”, or “**our**”) recognises and respects the importance of protecting the privacy of visitors to our website and users of our services. In this Privacy Policy, we explain how and why we collect, store, process, and share your personal data, as well as your rights under UK data protection laws.

SMH IT Solutions Limited is a company registered in England and Wales under company number 13431017. For the purposes of applicable data protection legislation, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018 (as amended), SMH IT Solutions Limited acts as the **Data Controller**.

You may contact SMH Solutions using the contact details set out in Section 7 below. We reserve the right to amend or modify this Privacy Policy at any time to reflect operational changes or updates to applicable law. Any updates will be posted on this page with a revised effective date.

1. Personal Information We Collect

We collect personal information when you set up an account, contact us, or otherwise use the services available through our website (“**Services**”). We only collect personal data that is adequate, relevant, and necessary for specified purposes.

- **Contact Details:** Such as your full name, email address, phone number, and postal address.
- **Account & Interactive Data:** Login credentials, user preferences, and details provided during customer support interactions or service queries.
- **Technical & Usage Data:** Information collected via cookies and server logs, including your IP address, browser type, device details, operating system, and data on how you interact with our website and Services (e.g., pages viewed, features used, and links clicked).
- **Communication Data:** Records of correspondence, feedback, and inquiries sent to us.

2. Purposes and Lawful Bases for Processing

We process your personal information only when we have a valid lawful basis under UK law. Depending on the processing activity, we rely on the following lawful bases:

Purpose of Processing	Lawful Basis
Performance of Services: Setting up your account, providing services, and fulfilling customer support requests.	Contractual Necessity: Processing is necessary to perform a contract with you or take pre-contractual steps.
Improving & Developing Services: Analyzing site usage trends and	Legitimate Interests: Necessary for our legitimate business interests in

performance to enhance overall user experience.	operating and optimizing our technology offerings.
Legal & Regulatory Compliance: Fulfilling tax, accounting, or reporting obligations and assisting authorities where required.	Legal Obligation or Recognised Legitimate Interests (e.g., crime prevention, cyber security, emergency response).
Direct Marketing & Analytics: Sending tailored offers, product news, and managing marketing preferences.	Consent (where required) or Legitimate Interests. You may withdraw consent at any time.

3. Disclosure of Personal Information

We may share your personal data with third parties where necessary and lawful. All disclosures are subject to appropriate legal agreements requiring third parties to maintain strict confidentiality and security.

We may disclose data to:

- **Service Providers & Data Processors:** IT hosting providers, cloud platform providers, analytics services, and administrative software providers operating under our instructions.
- **Professional Advisers & Authorities:** Legal, financial, or regulatory advisers, law enforcement agencies, or public bodies where required by law or under recognized public interest functions.
- **Corporate Transactions:** Third parties in connection with a potential sale, merger, or reorganization of SMH IT Solutions Limited.

4. Storage, Security, and International Data Transfers

Your personal data is stored securely in electronic and physical systems maintained by SMH Solutions or our vetted service providers. We apply appropriate technical and organizational measures (such as encryption, access controls, and firewall protections) to protect data against unauthorized access, loss, or alteration.

Data Retention: We retain personal data only for as long as reasonably necessary to fulfill the purposes for which it was collected, including satisfying legal, tax, accounting, or regulatory requirements.

International Transfers: SMH Solutions is based in the United Kingdom. If personal data is transferred outside the UK or European Economic Area (EEA), we ensure that appropriate UK-approved safeguards are put in place (such as adequacy decisions, the UK International Data Transfer Agreement / Addendum, or statutory exception frameworks meeting the UK Data Protection Test) to ensure your data receives equivalent protection.

5. Cookies and Tracking Technologies

Our website uses cookies and similar technologies to enhance user experience, analyze website traffic, and assist with service optimization.

- **Essential Cookies:** Necessary for the basic functionality of our website and Services.
- **Analytics/Performance Cookies:** Help us understand visitor usage patterns to improve performance.

We inform you about the use of non-essential cookies via a consent banner upon your visit, obtaining your explicit consent prior to placement. You can manage, disable, or clear cookies at any time through your web browser settings.

6. Your Legal Rights

Under UK data protection law, you have specific rights regarding your personal information:

- **Right of Access:** Request copies of the personal data we hold about you (Subject Access Request).
- **Right to Rectification:** Request correction of inaccurate or incomplete personal data.
- **Right to Erasure ("Right to be Forgotten"):** Request deletion of your personal data under certain conditions.
- **Right to Restrict or Object:** Limit or object to how we process your personal data (including objecting to direct marketing).
- **Right to Data Portability:** Request transfer of your data to you or another provider in a structured, standard format.
- **Right to Withdraw Consent:** Where processing relies on consent, you may withdraw your consent at any time without affecting prior lawful processing.

7. Internal Complaints Procedure and Contact Details

If you have questions about this Privacy Policy or wish to exercise your legal rights or lodge a complaint regarding our handling of your data, please contact us first:

SMH IT Solutions Limited

By Post: 37 Elm Green Close, Worcester, England, WR5 3HD

By Email: info@smhsolutions.co.uk

By Phone: 01905 955 035

Handling Data Complaints:

In accordance with UK regulations, we maintain an internal data complaints procedure. Upon receiving a formal data protection complaint from you, we will acknowledge receipt within 30 days and provide a substantive response or update regarding our investigation without undue delay.

If you remain dissatisfied with our response, you have the right to lodge a complaint with the UK data protection supervisory authority:

Information Commissioner's Office (ICO)

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

Helpline: 0303 123 1113