



Customer Privacy Notice

Introduction

This privacy notice tells you what to expect us to do with the personal information you provide.

The Social Value Engine (“we”, “us”, or “our”) is committed to protecting and respecting your privacy. This policy explains how we collect, use, and safeguard your personal data when you visit our website or use our services. It also outlines how we use cookies and manage your personal information.

This policy applies to personal data processed by us or collected on our behalf. You should read this policy so you know what personal data we collect about you, what we do with it and how you can exercise your rights in connection with it. You should also read any other privacy notices that we give you, that might apply to our use of your personal data in specific circumstances from time to time.

By providing us with your personal data, you agree to the terms of this Privacy and Cookie Policy.

Scope

SVE Ltd is a “Data Controller”. This is a legal term which means that we make decisions about how and why we use your personal data. As the “Data Controller”, we are responsible for making sure that your personal data is used in accordance with applicable data protection laws. As Data Controller, we are required by law to give you the information in this policy.

However, on occasions there may be other Data Controllers involved in processing your data as further explained in this policy, or as you may be advised at the time your information is to be processed.

Contact details

Please contact us via email to **enquiries@socialvalueengine.com**

What information we collect, use, and why

We collect or use the following information to **provide our products and services**:

- Names and contact details
- Purchase or account history
- Website user information (including user journeys and cookie tracking)
- Information relating to compliments or complaints
- Card payment details (Pay as You Go customers only)

We collect or use the following information for **service updates or marketing purposes**:

- Names and contact details
- Website and app user journey information
- Records of consent, where appropriate

We collect or use the following information to **comply with legal requirements**:

- Name
- Contact information
- Financial transaction information

We collect or use the following personal information for **dealing with queries, complaints or claims**:

- Names and contact details
- Account information

- Financial transaction information
- Correspondence

Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible lawful bases in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are in brief set out below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for.
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete.
- **Your right to erasure** - You have the right to ask us to delete your personal information.
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information.
- **Your right to object to processing** - You have the right to object to the processing of your personal data.
- **Your right to data portability** - You have the right to ask us to transfer the personal information you gave us to another organisation, or to you.
- **Your right to withdraw consent** – When we use consent as our lawful basis, you have the right to withdraw your consent at any time.

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information to **provide services and goods** are:

- Consent - we have permission from you after we provided you with all the relevant information. All your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Contract – we must collect or use the information so we can enter into or carry out a contract with you. All your data protection rights may apply except the right to object.

Our lawful bases for collecting or using personal information for **service updates or marketing purposes** are:

- Consent - we have permission from you after we provided you with all the relevant information. All your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All your data protection rights may apply except the right to object.

Our lawful bases for collecting or using personal information for **legal requirements** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All your data protection rights may apply except the right to object.

Our lawful bases for collecting or using personal information for **dealing with queries, complaints or claims** are:

- Consent - we have permission from you after we gave you all the relevant information. All your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Contract – we must collect or use the information so we can enter or carry out a contract with you. All your data protection rights may apply except the right to object.

Where we get personal information from

- Directly from you
- From the nominated Convenor for your organisation (where relevant)

How long we keep information

Leads or sales prospects – information is kept for 12 months

Customers – kept for the period of contract plus 6 months thereafter

Finance and contractual records – kept for 7 years

Who we share information with

Data processors

Sales Agility Ltd

This data processor performs the following activities for us: Host our CRM system

PSL Affinity Solutions

This data processor performs the following activities for us: Provide IT support

Deerleap Innovations Ltd

This data processor performs the following activities for us: Provide IT support

AWS Ltd

This data processor performs the following activities for us: Provide hosting for SVE Lite and Open AI. as a sub processor to Deerleap Innovations Ltd

Microsoft Azure

This data processor performs the following activities for us: Provide data backup services for SVE Lite, and AI as a sub processor to Deerleap Innovations Ltd

Stripe

This data processor performs the following activities for us: Provides on-line payment facilities for Pay as You Go customers.

Expert FD Ltd

This data processor performs the following activities for us: Process employee payroll information

How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after making a complaint, you can also complain to the ICO.

The ICO's address:

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

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

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