

# Generated privacy notice - professional services

## Dream Digital by RaspiKidd customer privacy notice

**Registered name:** RaspiKidd

We are the controller of your personal data. For more information on controllers and their responsibilities please see our guidance on [data protection principles, definitions, and key terms](#).

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

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### Contact details

Telephone

07848692935

Email

hello@dreamdigital.uk

### What information we collect, use, and why

We collect or use the following information to **provide and improve products and services for clients**:

- Names and contact details
- Occupation

- Transaction data (including details about payments to and from you and details of products and services you have purchased)
- Usage data (including information about how you interact with and use our website, products and services)
- Information relating to compliments or complaints
- Records of meetings and decisions

We collect or use the following personal information for the **operation of client or customer accounts**:

- Names and contact details
- Purchase or service history
- Marketing preferences
- Technical data, including information about browsers and operating systems

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

- Names and contact details
- Marketing preferences

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

- Name
- Contact information
- Client account information

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

- Names and contact details
- Account information
- Purchase or service history
- 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 set out in brief 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. [Read more about the right of access.](#)
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [Read more about the right to rectification.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal information. [Read more about the right to erasure.](#)
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [Read more about the right to restriction of processing.](#)
- **Your right to object to processing** - You have the right to object to the processing of your personal data. [Read more about the right to object to processing.](#)
- **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. [Read more about the right to data portability.](#)
- **Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [Read more about the right to withdraw consent.](#)

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 and improve products and services for clients** 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 of your data protection rights may apply except the right to object.

Our lawful bases for collecting or using personal information for the **operation of client or customer accounts** 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 of your data protection rights may apply except the right to object.

Our lawful bases for collecting or using personal information for **information updates or marketing purposes** 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 of your data protection rights may apply except the right to object.

Our lawful bases for collecting or using personal information to **comply with legal requirements**:

- 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 of 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 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 of your data protection rights may apply except the right to object.
- **Legal obligation** – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

## Where we get personal information from

- Directly from you

## How long we keep information

### 1. Client Contact and Communication Data

#### 1.1 Basic Contact Information

- **Data Type:** Names, email addresses, phone numbers, business addresses
- **Retention Period:** 7 years after final service delivery
- **Justification:** Required for potential warranty claims, legal disputes, and tax record requirements

#### 1.2 Communication Records

- **Data Type:** Email correspondence, meeting notes, project communications
- **Retention Period:** 6 years after project completion
- **Justification:** Evidence of agreed specifications, change requests, and professional liability protection

#### 1.3 Marketing Communications

- **Data Type:** Newsletter subscriptions, marketing preferences, engagement data
- **Retention Period:** Until consent is withdrawn or 2 years of inactivity
- **Justification:** Ongoing marketing relationship and consent management

## 2. Project and Service Data

### 2.1 Project Documentation

- **Data Type:** Project briefs, specifications, timelines, deliverables
- **Retention Period:** 6 years after project completion
- **Justification:** Professional indemnity insurance requirements and potential warranty claims

### 2.2 System Access Credentials

- **Data Type:** Login details, API keys, system passwords (encrypted)
- **Retention Period:** 90 days after project handover or until client confirms independent access
- **Justification:** Support transition period and emergency access requirements

### 2.3 Website and Digital Asset Backups

- **Data Type:** Website backups, configuration files, custom code
- **Retention Period:** 3 years after project completion
- **Justification:** Recovery support and potential enhancement requests

## 3. Financial and Commercial Data

### 3.1 Invoice and Payment Records

- **Data Type:** Invoices, payment receipts, financial correspondence
- **Retention Period:** 7 years after end of financial year
- **Justification:** HMRC requirements and statutory obligations

### 3.2 Contracts and Agreements

- **Data Type:** Service agreements, terms of service, variation orders
- **Retention Period:** 6 years after contract termination
- **Justification:** Legal requirements under Limitation Act 1980

### 3.3 Proposal and Quote Data

- **Data Type:** Declined proposals, expired quotes, commercial negotiations
- **Retention Period:** 2 years after final correspondence
- **Justification:** Business development analysis and potential future opportunities

## 4. Technical and Security Data

### 4.1 System Logs and Analytics

- **Data Type:** Website analytics, system performance logs, security logs
- **Retention Period:** 12 months after data collection
- **Justification:** Performance optimisation and security monitoring

### 4.2 Support and Maintenance Records

- **Data Type:** Issue reports, resolution logs, system changes
- **Retention Period:** 3 years after final support interaction
- **Justification:** Pattern analysis and ongoing support requirements

### 4.3 Training and Documentation Materials

- **Data Type:** Custom training materials, user guides, process documentation
- **Retention Period:** 5 years after creation
- **Justification:** Intellectual property protection and client reference materials

## 5. Legal and Compliance Data

### 5.1 Data Protection Records

- **Data Type:** Consent records, data processing agreements, privacy notices
- **Retention Period:** 7 years after relationship ends
- **Justification:** GDPR compliance and regulatory audit requirements

### 5.2 Professional Indemnity Documentation

- **Data Type:** Insurance-related project documentation, risk assessments
- **Retention Period:** 6 years after project completion
- **Justification:** Professional indemnity insurance claims requirements

## 6. Retention Implementation

### 6.1 Automated Deletion

- **System:** Automated deletion schedules implemented in CRM and file storage systems

- **Review:** Quarterly review of retention schedules and compliance
- **Notification:** Annual client notification of data retention practices

## 6.2 Secure Disposal

- **Method:** Secure deletion of digital files using industry-standard wiping tools
- **Verification:** Disposal certificates maintained for sensitive data destruction
- **Physical Media:** Professional destruction of any physical storage media

## 6.3 Legal Hold Exceptions

- **Override:** Retention periods extended if legal proceedings are anticipated or active
- **Documentation:** Legal hold notices documented and reviewed regularly
- **Release:** Data released for destruction only after legal clearance

# 7. Client Rights and Requests

## 7.1 Data Subject Rights

- **Access:** Clients may request copies of their data at any time
- **Portability:** Data provided in machine-readable format upon request
- **Deletion:** Early deletion available upon request (subject to legal requirements)

## 7.2 Retention Queries

- **Process:** Clients may query retention periods and request justification
- **Updates:** Clients notified of any changes to retention schedules
- **Opt-out:** Where legally permissible, clients may request shortened retention periods

# 8. Review and Updates

## 8.1 Annual Review

- **Schedule:** Retention schedule reviewed annually or following legal changes
- **Stakeholders:** Legal counsel, data protection officer, and senior management



- **Documentation:** All changes documented with effective dates

## 8.2 Compliance Monitoring

- **Audits:** Regular internal audits of retention compliance
- **Training:** Staff training on retention requirements and procedures
- **Reporting:** Non-compliance incidents reported and addressed immediately

## Who we share information with

Others we share personal information with

- Publicly on our website, social media or other marketing and information media

## 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 raising a complaint with us, 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>

## Last updated