

Privacy Policy for atg.group

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Change Control

Date	Summary of Changes	Responsible Person
27/10/2023	Initial copy of Privacy Policy created, approved and published.	Scott McKinney
29/01/2025	Policy reviewed. Minor amendments made to wording throughout the policy to increase clarity and consistency.	Scott McKinney

1. Introduction

Welcome to the privacy policy of ATG Services (Ireland) Ltd, trading as ATG Group. We are committed to protecting your privacy and ensuring the security of your personal data. This privacy policy explains how we collect, use, and safeguard your information when you visit our website, www.atg.group.

1.1. Business Information

Business Name: ATG Services (Ireland) Ltd

Trading Name: ATG Group

Website: www.atg.group

Registered Location: Northern Ireland

Operating Countries: United Kingdom, Ireland, Romania, Hungary, Latvia, Lithuania

1.2. Data Collection

We collect the following types of personal data through our website's contact form:

Full name

Business name (optional)

Email address

Phone number

Location

Problem description

Industry

1.3. Purpose of Data Collection

The primary purpose of collecting this data is to assist our sales team in providing solutions to the problems and needs of our visitors. If you opt-in, we may also use this information for marketing-related communications.

1.4. Third-Party Services

We use third-party services, including Google Analytics, the Meta Pixel, and the LinkedIn Insight Tag, for tracking and analytics purposes.

1.5. Data Storage and Security

Data is stored in our company CRM instance, accessible only by authorised personnel. We maintain strong password requirements and use two-factor authentication. Data is retained for 6 months for non-customers and up to 5 years for contractual obligations.

1.6. Contact Information for DSARs

For data subject access requests (DSARs) or other privacy-related enquiries, please contact our Data Protection Officer, at:

Email: info@atg.group

Phone: 0330 174 2899

1.7. Cookies and Tracking

We use cookies and tracking technologies on our website, managed by Cookiebot. These technologies enhance your browsing experience and help us analyse and improve our website's performance. By continuing to use our website, you consent to our use of cookies and tracking technologies. You can manage your preferences using the Cookiebot consent tool.

1.8. GDPR Compliance

We are committed to complying with GDPR regulations, given our presence in the United Kingdom and operations in other EU countries. We prioritise the

responsible collection, processing, and protection of personal data and uphold the rights of data subjects under GDPR.

1.9. Children's Data

We do not knowingly collect data from individuals under the age of 16, as our primary focus is on B2B services.

2. Data Collection and Use

We collect and process personal data to provide our services and improve your experience when using our website. This section provides details on the types of data we collect, the purposes for which we use this data, and how it is processed:

2.1. Types of Data Collected

When you interact with our website, we may collect the following types of personal data:

Full Name: We collect your full name to personalise our communication with you.

Business Name: This information helps us understand the nature of your business.

Email Address: Your email address is essential for communication and sending relevant updates.

Phone Number: We collect your phone number to facilitate contact for business-related enquiries.

Location: We collect your location (town/city and country) to provide location-specific information and services.

Problem Description: To assist you effectively, we gather details about the problem or need you wish to address.

Industry: We collect data about the industry in which your business operates to tailor our solutions to your specific needs.

2.2. Purposes of Data Collection

We use the data collected for the following primary purposes:

Communication: Your information enables us to respond to your enquiries and provide the assistance you require.

Problem Solving: Understanding the problem or need you describe helps us offer suitable solutions.

Marketing: If you opt-in, we may use your information for sending marketing-related communications such as newsletters, product or service announcements, and promotional materials.

2.3. Data Processing

The data we collect is processed with the utmost care and security. We ensure that your personal data is used only for the purposes outlined in this privacy policy. We do not sell or share your data with third parties for marketing purposes.

For more details on how we manage your data, please refer to the "Data Storage and Security" and "Consent and Opt-In" sections of this privacy policy.

3. Data Storage and Security

At ATG Group, we prioritise the security and integrity of your personal data. In this section, we detail how your data is stored and the measures we have in place to protect it:

3.1. Data Storage

We store the personal data collected through our website, including contact form submissions, in our company's CRM instance. This data is accessible only to authorised personnel within our organisation.

3.2. Security Measures

To safeguard your data, we have implemented the following security measures:

User Access Control: Access to our CRM instance is limited to approved users who require access for legitimate business purposes.

Password Requirements: We enforce strong password requirements to ensure that only authorised personnel can access and manage data.

Two-Factor Authentication: Two-factor authentication is enabled for our CRM accounts, adding an extra layer of security to protect your data.

3.3. Data Retention

The retention period for the data we collect is as follows:

Non-Customers: Personal data collected from non-customers via our contact form is retained for six months. After this duration, we will securely delete the data.

Contractual Obligations: If you become a customer, we will retain your data for up to 5 years to fulfil contractual obligations, including providing services, support, and relevant communication.

The data retention periods are in line with best practices and legal requirements, ensuring that we do not retain data for longer than necessary.

4. Data Subject Access Requests and Privacy Enquiries

At ATG Group, we are committed to transparency and ensuring that you have control over your personal data. In this section, we describe how you can exercise your data subject rights and make privacy-related enquiries:

4.1. Initiating Data Subject Access Requests (DSARs)

To exercise your data subject rights—including access, correction, or deletion of your personal data—please contact our Data Protection Officer (DPO):

Data Protection Officer: Scott McKinney

Email: info@atg.group

Phone: 0330 174 2899

4.2. Verification of Identity

To protect the security of your data, we may need to verify your identity before fulfilling your DSAR. This is a standard security practice to ensure that we release personal data only to the rightful data subject.

4.3. Handling of DSARs

Upon receiving your DSAR, we will verify your identity and assess the validity of the request. We will search our data for any information related to you and take appropriate actions, including data access, correction, or deletion, as necessary.

4.4. Response Time

We aim to respond to DSARs and privacy enquiries within one month of receipt. If, for any reason, we require more time to complete your request, we will notify you and provide an explanation.

4.5. Data Corrections

If you identify inaccuracies in your personal data, you may request corrections. We will promptly address these requests, ensuring that your data is accurate and up-to-date.

5. Contact and Marketing Opt-In

We value your privacy and offer you options to control the data we collect and how we communicate with you. In this section, we outline how you can contact us, provide consent for marketing-related activities, and manage your preferences:

5.1. Contacting Our Company

If you wish to contact our company regarding our products and services, you can do so by filling out the contact form on our website. By submitting this form, you consent to us collecting and processing the information you provide. This consent is voluntary, and you are under no obligation to complete the form.

5.2. Marketing Opt-In

Within our contact form, you will find an optional checkbox that allows you to opt in to receive marketing-related communications from us. We will only send you marketing communications if you actively select this option.

5.3. Managing Your Preferences

We respect your preferences and offer the ability to manage your consent for marketing-related communications. You can adjust your preferences at any time by following the opt-out instructions provided in our communications.

Please be aware that while contacting our company implies your consent for data collection, you have control over whether to receive marketing communications from us.

6. Cookies and Tracking

Our website uses cookies and tracking technologies to enhance your browsing experience and provide you with relevant content and services. In this section, we explain how we use these technologies and how you can manage your preferences:

6.1. Cookie Consent

When you visit our website, you will be presented with a request for cookie consent. This request is managed by Cookiebot, a service we use to ensure compliance with cookie-related regulations. You will have the option to accept or decline specific categories of cookies.

6.2. Purpose of Cookies

We use cookies for various purposes, including:

Necessary Cookies: These cookies are essential for the basic functionality of our website and cannot be disabled.

Functional Cookies: These cookies enhance the usability and performance of our website but are not strictly necessary.

Performance Cookies: These cookies help us understand how visitors interact with our website, allowing us to improve its performance and content.

Marketing Cookies: These cookies are used to deliver personalised advertising and promotional content based on your interests.

6.3. Your Consent

By continuing to browse our website, you consent to our use of cookies and tracking technologies as described in this policy. You have the option to manage your cookie preferences using the Cookiebot consent management tool.

6.4.Managing Cookies

You can adjust your cookie preferences and settings by using the Cookiebot consent management tool, which is made available when you visit our website. Additionally, you can configure your browser settings to block or delete cookies. However, please be aware that blocking certain cookies may affect your experience on our website.

For more detailed information about the types of cookies we use and their specific purposes, please refer to our Cookie Policy.

7. Review and Updates

We are committed to ensuring that our privacy policy remains accurate and up-to-date. In this section, we describe how we review and update the policy to provide transparency and keep you informed:

7.1. Privacy Policy Updates

We periodically review our privacy policy to ensure it accurately reflects our data practices and complies with evolving regulations. We conduct these reviews at least annually to assess the policy's content and make necessary updates.

7.2. Change Control

At the top of this privacy policy document, you will find a "Change Control" section that displays the date of the most recent review. Additionally, this section provides a brief summary of any material changes made to the policy during the review.

We encourage you to periodically check this section to stay informed about any updates to our privacy policy.

8. GDPR Compliance

ATG Group is committed to ensuring compliance with the General Data Protection Regulation (GDPR). This section explains our commitment to GDPR and our approach to data protection:

8.1. Business Location

Our business is registered and based in the United Kingdom (UK), a country where GDPR is applicable. We also operate in other European Union (EU) countries that have GDPR requirements.

8.2. GDPR Commitment

We are dedicated to complying with GDPR and any other relevant data protection regulations that apply to our data processing activities. This commitment encompasses the responsible collection, processing, and protection of personal data, as well as upholding the rights of data subjects as defined by GDPR.

By stating our commitment to GDPR compliance, we assure you of our dedication to data protection and privacy in line with legal requirements.

9. Contact Information for Data Protection and Privacy Matters

At ATG Group, we are dedicated to addressing your enquiries and concerns related to data protection and privacy. In this section, we provide you with contact information for our Data Protection Officer and the person responsible for privacy matters:

9.1. Data Protection Officer (DPO)

Name: Scott McKinney

Title: Operations Director

9.2. Contact Details for DPO

You can reach out to our Data Protection Officer, Scott McKinney, for privacy-related enquiries or concerns using the following contact information:

Email: info@atg.group

Phone: 0330 174 2899

Scott McKinney is our designated DPO and the primary point of contact for privacy matters within ATG Group. Feel free to contact him with any questions or requests related to your personal data and privacy.

10. Children's Data

At ATG Group, we are primarily a business-to-business (B2B) company, and our services are not targeted towards or intended for individuals under the age of 16. This section clarifies our approach to collecting data from children:

10.1. Focus on B2B Services

Our core focus is on providing services and products to businesses. As a result, our website and offerings are not directed towards or designed for individuals under the age of 16.

10.2. Data Collection

We do not knowingly collect or solicit personal data from individuals under the age of 16. Individuals under the age of 16 should not use our website or submit any personal information.

By making our stance clear on collecting data from children, we affirm our commitment to responsible data collection practices.

11. Conclusion

We thank you for taking the time to review our privacy policy. At ATG Group, we are committed to safeguarding your privacy, ensuring the responsible use of your personal data, and complying with data protection regulations.

If you have any questions, concerns, or requests related to your privacy or personal data, please do not hesitate to reach out to our Data Protection Officer, at the provided contact information in Section 8.

Your privacy matters to us, and we are here to assist and address any enquiries or issues you may have regarding your data and privacy. We appreciate your trust in ATG Group and look forward to serving your needs.