



Everything you need to know about The Aspiration Group, its products and GDPR

25th May marks a big day for all companies operating in the UK that hold and protect data. We have made changes in the way that we manage and use your data not just because we are legally bound but because the principles of The Aspiration Group have been and are wholly based on the protection of your confidential information. In addition, if you are also accessing our software to undertake surveys and other information gathering we want to clarify that the gathering is fully compliant to GDPR from our perspective. Therefore IF YOU ARE COMPLIANT in submitting that data then any usage of our platforms will NOT effect that usage.

Below are our policies, if you have any questions whatsoever or at any time invoke your right to access, change or object to the processing of your personal data please do not hesitate to contact our data protection officer on info@theaspirationgroup.com

You – our clients personal data that directly or indirectly identifies you.

We may collect personal data which will aid us in delivering the services set out in our contracts with you. It is important to know that we will only collect this data with your consent, unless we are legally bound or lawfully compelled to do so

Your data will not be disclosed to anyone apart from any court/government/credit or fraud agency who we are legally required to disclose to. The use of your data could include, but is not limited to, verifying your identity, conducting surveys in the interest of any event you have attended, providing you with information about the services you are contracted to, have previously enquired about or that we feel are relevant to the successful management of your business.

You – our clients statistical data.

The Aspiration Group has entered into a legally binding contract with you NEVER to release any of your business operational data to anyone in any circumstance.

You – using our systems and platforms. The Aspiration Group products allow you to deliver surveys, post event. The personal data that is used, uploaded or accessed as part of that program is not used by The Aspiration Group in any way. Our systems make users create an account within which the feedback is identified allowing information to be filtered by age, sex

etc... To ensure full compliance and your guests / staff GDPR rights, upon completion of any survey the information held is displayed to the user for their awareness, the option to unsubscribe is available and will be passed directly to you as you are the USER (not The Aspiration Group). If you are using the mobile applications then the user is presented with full privacy policy and T&C's to accept and therefore usage signifies acceptance.

Our promise to you. We already take significant steps to protect data held by The Aspiration Group against loss or theft, as well as unauthorised access, disclosure, copying or modification and will continue to do so.