This privacy policy was last updated on 31 January 2022.

The “Paradigm Shift Financial Training” brand (and related short form “Paradigm Shift” brand) is owned by our company Paradigm Shift Innovation Limited, a private limited company incorporated in the United Kingdom. Paradigm Shift Innovation Limited holds a full data protection registration with the Information Commissioner (registration number ZA842108).

This privacy policy will explain how our organisation uses the personal data we collect from you when you use our website. For the purposes of this privacy policy, “our company” means Paradigm Shift Innovation Limited.

What data do we collect?

Our company collects the following personal data:

- name
- email address
- mobile telephone number
- information regarding your employer (if you chose to disclose this)
- information regarding your past performance in the ICAEW CFAB and/or ACA examinations (if you chose to disclose this)
- information regarding any study problems you may have experienced in the past (if you choose to disclose this)

Under the General Data Protection Regulations (GDPR), the lawful bases on which we rely for processing this data are:

- Your consent. You are able to remove your consent at any time. You can do this by contacting us at hello@paradigmshift.training.
- We have a contractual obligation. In most instances, we receive your data because you have purchased a product or service and we therefore have a contractual obligation to provide this product or service to you, which requires us to be able to contact you using up-to-date contact information such as your email address.

How do we collect your data?

You directly provide our company with most of the data we collect. We collect data and process data when you:

- register online in order to use our online learning platform or you place an order for any of our products or services
- email us to request information regarding our products or services
- voluntarily complete a customer survey, or provide feedback on any of our message boards or via email
- use or view our website via your browser’s cookies

How will we use your data?

Our company collects data so that we can:

- process your order and manage your online learning account
- email you with special offers on other products and services which we think you might like

How do we store your data?

Our company securely stores your data by means of encrypted local files and encrypted cloud documents. All documents are encrypted using the latest industry standards.
Our company will keep your data for a maximum period of 1 year after you last purchase a product or service from us. Once this time period has expired, we will delete your data by securely removing it from our systems, our online learning platform and our Customer Relationship Management software.

Marketing

Our company would like to send you information about products and services of ours that we think you might like.

If you have agreed to receive marketing, you may always opt out at a later date.

You have the right at any time to stop our company from contacting you for marketing purposes.

If you no longer wish to be contacted for marketing purposes, please email us at hello@paradigmshift.training.

What are your data protection rights?

Our company would like to make sure that you are fully aware of all of your data protection rights. Every user is entitled to the following:

- the right to access – you have the right to request copies of your personal data from our company. We may charge a small fee for this service.
- the right to rectification – you have the right to request that our company corrects any information you believe is inaccurate. You also have the right to request our company to complete information you believe is incomplete.
- the right to erasure – you have the right to request that our company erases your personal data, under certain conditions.
- the right to restrict processing – you have the right to request that our company restricts the processing of your personal data, under certain conditions.
- the right to object to processing – you have the right to object to our company’s processing of your personal data, under certain conditions.
- the right to data portability – you have the right to request that our company transfers the data that we have collected to another organisation, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you.

If you would like to exercise any of these rights, please contact us in writing by e-mail at hello@paradigmshift.training or by post at:

Paradigm Shift Innovation Limited
Front Suite, First Floor, Charles House
148-149 Great Charles Street
Birmingham
B3 3HT

What are cookies?

Cookies are text files placed on your computer to collect standard internet log information and visitor behaviour information. When you visit our websites, we may collect information from you automatically through cookies or similar technology.

For further information, please visit allaboutcookies.org.

How do we use cookies?

Our company uses cookies in a range of ways to improve your experience on our website, including keeping you signed into our online learning platform and making suggestions for pages which may be relevant to you.

What types of cookies do we use?

There are a number of different types of cookies. However, our website uses:
- functionality cookies – our company uses these cookies so that we recognise you on our website. This could include recognising your location. A mix of first-party and third-party cookies are used.

- advertising cookies – our company uses these cookies to collect information about your visit to our website, the content you viewed, the links you followed and information about your browser, device and your IP address.

**How to manage cookies**

You can set your browser not to accept cookies and the above website tells you how to remove cookies from your browser. However, in a few cases, some of our website features may not function as a result.

**Privacy policies of other websites**

Our company website contains links to other websites. This privacy policy applies only to our own website so if you click on a link to another website, you should read their privacy policy.

**Changes to our privacy policy**

Our company keeps its privacy policy under regular review and places any updates on this web page. This privacy policy was last updated on 31 January 2021.

**How to contact us**

If you have any questions about our company’s privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us.

You can email us at hello@paradigmshift.training

You can write to us at:

Paradigm Shift Innovation Limited
Front Suite, First Floor, Charles House
148-149 Great Charles Street
Birmingham
B3 3HT

**How to contact the appropriate authority**

Should you wish to report a complaint or if you feel that our company has not addressed your concern in a satisfactory manner, you may contact the Information Commissioner’s Office.

You can telephone the Information Commissioner’s Office on 0303 123 1113 (or +44 303 123 1113 if calling from outside the UK).

You can write to the Information Commissioner at:

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

You can visit the Information Commissioner’s website at ico.org.uk.