

ASK4 Broadband

How we use your data

Like you, we care about your privacy, how your data is used and how we keep it safe. This privacy notice explains how, when, where and why we use your information, along with advice should you wish to change or withdraw your information at any time.

Information we collect about you

During sign up, we ask for some basic information about you to enable us to provide you with an Internet service. This includes your full name, location, phone number and email address, which can be used to identify you.

How we use your information

1. We use this information to authorise access to our network.
2. We use this data to notify you by email when we are undertaking service affecting maintenance. We may use a third party system (Mailjet) to process these notifications. Mailjet have been risk assessed and are fully GDPR compliant.
3. We use this data to confirm your identity when you call our support team.
4. If you are a student customer and open a support ticket with us, we may share your name and some details about the problem you are having with your service with your halls provider for the purposes of troubleshooting the issue.
5. If you have selected "Yes" to receive marketing information from ASK4, we may use this data to contact you with offers relating to ASK4 services only.
6. If you have selected "Yes" to receive marketing information from ASK4, we may send you a questionnaire for the sole purpose of improving ASK4 products and services.
7. If we take payment as part of the sign up process, the payment is processed by Stripe. Stripe are based in the US. They have been risk assessed and are fully GDPR compliant.
8. If you are a residential customer and set up a direct debit, your details will be shared with Smart Debit. Smart Debit have been risk assessed and are fully GDPR compliant.

Things we do not do

1. We do not share your data with third parties outside of ASK4 for the purpose of marketing.
2. We do not use your data for any purpose other than to provide you with our service.

Changing your contact preferences

To change how and when we contact you, log in to <https://myaccount.ask4.com/> and click "EDIT MY DETAILS".

How long we keep your data for

We need to retain your data while you are a customer of ours so that we can provide you with the service. We also keep your data for 21 months after you cease to be a customer. For the first 18 months we retain your data to allow us to complete financial audits, identify returning customers and for product and trend analysis. For the remaining three months we only retain your data in our backups. The single exception to this retention period is in payment records which are kept for 7 years

after the payment is made. This information only contains your name and transaction details and is retained for financial auditing purposes only.