



Nexus 360

BEYOND AMBITION → STRUCTURED GROWTH

Nexus 360

Privacy Notice

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1. Introduction

Nexus 360 is committed to protecting the privacy, confidentiality and security of personal information. We recognise the importance of handling personal data responsibly and in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and other applicable privacy legislation.

This Privacy Notice explains how Nexus 360 collects, uses, stores, shares, transfers and protects personal information when providing our products and services.

Nexus 360 provides a range of digital business solutions including:

- Customer Relationship Management (CRM) systems
- Business automation platforms
- Digital business card solutions
- Marketing automation systems
- Email and SMS communication platforms
- Lead generation and customer engagement solutions
- Website development and hosting services
- Appointment booking systems
- Customer portals
- Workflow automation solutions
- Business consultancy and support services
- Cloud-based software platforms

This Privacy Notice applies to:

- Website visitors
- Prospective clients
- Existing clients
- End users of Nexus 360 systems
- Suppliers and contractors
- Business contacts
- Employees and job applicants
- Individuals whose information is processed through systems provided by Nexus 360

2. Our Contact Details

Organisation: Nexus 360

Telephone: 0115 694 0238

Email: info@nexus360.digital

Website: <https://nexus360.digital>

Should you have any questions regarding this Privacy Notice or wish to exercise your rights under data protection legislation, please contact us using the details above.

3. Data Protection Officer (DPO)

Nexus 360 has appointed a Data Protection Officer (DPO) to oversee compliance with data protection legislation and to act as a point of contact for individuals, clients and regulatory authorities regarding personal data matters.

Data Protection Officer:

Name: Danielle Cocksedge

Organisation: ARC Management and Consultancy Services

Email: danielle.cocksedge@nhs.net

Telephone: 07916040146

The DPO can be contacted regarding:

- Data protection enquiries
- Subject Access Requests
- Data subject rights
- Complaints regarding the processing of personal information

- Data breach concerns
- Privacy and data protection matters

For general enquiries, please continue to contact us using the details provided in Section 2.

4. Data Protection Commitment

Nexus 360 is committed to ensuring that personal information is:

- Processed lawfully, fairly and transparently
- Collected only for legitimate purposes
- Relevant and limited to what is necessary
- Accurate and kept up to date
- Retained only for as long as necessary
- Protected by appropriate technical and organisational measures
- Processed in accordance with individual rights

5. Categories of Personal Information We Process

The personal information we process will vary depending on the nature of our relationship with you and the services being provided.

Personal Identification Information

We may collect:

- Full name
- Title
- Date of birth (where required)
- Username
- Employee identification numbers
- Customer reference numbers
- Business contact details

Contact Information

We may collect:

- Postal addresses
- Business addresses
- Email addresses

- Telephone numbers
- Mobile numbers
- Social media contact information

Business Information

We may collect:

- Business name
- Company registration information
- Business sector information
- Service requirements
- Project information
- Account information
- Customer relationship records

Employment Information

Where provided by clients or employees:

- Job title
- Department
- Employer information
- Professional qualifications
- Work contact information

Financial Information

We may process:

- Billing details
- Invoice information
- Payment records
- Transaction histories
- Banking details where required for payment processing

Marketing Information

We may process:

- Marketing preferences

- Email subscription information
- SMS subscription information
- Event registrations
- Survey responses
- Campaign engagement statistics
- Communication preferences

Technical Information

We may process:

- IP addresses
- Browser information
- Device information
- Operating system information
- Authentication records
- Security logs
- Website usage information
- Session information
- API usage records
- Audit logs

Customer Relationship Management Information

Where clients utilise Nexus 360 platforms, information may include:

- Customer records
- Prospect records
- Sales opportunities
- Lead information
- Customer notes
- Communication histories
- Appointment records
- Service history
- Customer preferences

- Pipeline information
- Customer interaction records

Client Portal Information

Information processed through client portals may include:

- User account details
- Portal activity logs
- Uploaded documentation
- Service requests
- Customer support information

6. Information We Receive From Clients

As part of delivering CRM, automation and business management solutions, clients may provide personal information relating to third parties.

This may include information concerning:

- Employees
- Customers
- Prospective customers
- Service users
- Suppliers
- Contractors
- Partners
- Referrals
- Members
- Event attendees

Examples include:

- Staff directories
- Customer databases
- CRM records
- Marketing contact lists
- Appointment records

- Booking information
- Customer communication histories
- Lead generation information
- Sales pipeline data
- Supplier contact information
- Service records

Where such information is provided, the client remains responsible for ensuring that they have an appropriate lawful basis for collecting and sharing the information.

7. How We Obtain Personal Information

Directly From You

Information may be obtained when you:

- Complete website forms
- Contact us by email or telephone
- Book demonstrations
- Attend meetings
- Register for services
- Create user accounts
- Submit support requests
- Participate in surveys
- Subscribe to marketing communications

Through Use of Our Services

We may automatically collect information through:

- CRM systems
- Client portals
- Automation platforms
- Websites
- Mobile applications
- Analytics systems
- Security monitoring systems

- Booking systems

Through Clients

Clients may upload or provide information for processing through our systems including:

- Customer databases
- Employee records
- Prospect information
- Supplier details
- Marketing databases
- Service user records

From Third Parties

We may receive information from:

- Referral partners
- Social media platforms
- Professional networking sites
- Public registers
- Marketing partners
- Publicly available sources

8. Lawful Bases For Processing

Under UK GDPR, Nexus 360 relies on one or more lawful bases for processing personal information.

Contract

Where processing is necessary to fulfil a contract or take steps prior to entering into a contract.

Legitimate Interests

Including:

- Managing customer relationships
- Providing support services
- Improving our products
- Protecting systems and networks
- Preventing fraud

- Business development activities
- Internal administration

Consent

Including:

- Marketing communications
- Optional cookies
- Promotional campaigns

Individuals may withdraw consent at any time.

Legal Obligation

Where processing is required by law including:

- Tax legislation
- Financial regulations
- Court orders
- Law enforcement requests

9. How We Use Personal Information

We use information to:

- Deliver contracted services
- Provide CRM functionality
- Operate automation systems
- Manage customer accounts
- Process transactions
- Deliver technical support
- Schedule appointments
- Manage projects
- Provide customer service
- Improve products and services
- Maintain security
- Conduct system monitoring
- Deliver marketing communications

- Comply with legal obligations
- Manage business operations

10. Data Controller and Data Processor Roles

When Nexus 360 Acts as a Data Controller

Nexus 360 acts as a Data Controller when processing information relating to:

- Website visitors
- Prospective clients
- Existing clients
- Suppliers
- Employees
- Marketing contacts
- Business contacts

In these situations Nexus 360 determines the purposes and means of processing.

When Nexus 360 Acts as a Data Processor

Nexus 360 acts as a Data Processor when clients use:

- CRM systems
- Client portals
- Marketing automation systems
- Email marketing platforms
- SMS communication systems
- Digital business card platforms
- Appointment booking systems
- Workflow automation tools

In these circumstances:

- The client remains the Data Controller.
- Nexus 360 processes information only on documented instructions.
- Data Processing Agreements are maintained.
- Appropriate security measures are implemented.
- Confidentiality obligations apply to all authorised personnel.

11. Cloud Storage and Hosting

Nexus 360 utilises secure cloud-based infrastructure and software services to deliver products and services.

Information may be stored using:

- CRM platforms
- Cloud hosting environments
- Backup systems
- Email systems
- Collaboration platforms
- Automation platforms
- Security monitoring systems

Appropriate contractual safeguards are maintained with all providers.

12. Third-Party Processors and Service Providers

To deliver services we may share information with trusted service providers including:

- Cloud hosting providers
- CRM infrastructure providers
- Email delivery providers
- SMS providers
- Website hosting providers
- Payment processors
- Telephony providers
- IT support providers
- Cyber security providers
- Analytics providers
- Professional advisers

All third parties are required to maintain appropriate security and confidentiality measures.

Nexus 360 does not sell personal information.

13. International Transfers

Some of the third-party services used by Nexus 360 may store or process personal information outside the United Kingdom.

Where personal information is transferred internationally, we seek to ensure that appropriate safeguards are in place to protect that information in accordance with applicable data protection legislation.

This may include:

- Using service providers located in countries recognised as providing an adequate level of data protection;
- Using providers that have implemented recognised contractual safeguards for international transfers where required;
- Selecting reputable suppliers that maintain appropriate security and privacy standards; and
- Taking reasonable steps to ensure that personal information remains protected when processed outside the United Kingdom.

Many of the technology providers used by Nexus 360 operate global infrastructure and may process information in multiple locations. Where this occurs, we rely on the safeguards implemented by those providers and any applicable legal transfer mechanisms.

14. Security Measures

Nexus 360 maintains appropriate technical and organisational measures including:

- Access controls
- Role-based permissions
- Encryption technologies
- Endpoint protection
- Secure backups
- Vulnerability management
- Security monitoring
- Audit logging
- Staff confidentiality agreements
- Information security training

Access to personal information is restricted to individuals who require access for legitimate business purposes.

15. Automated Decision Making and Profiling

Nexus 360 does not generally carry out automated decision making that produces legal or similarly significant effects on individuals.

Certain client-configured automations may:

- Route enquiries
- Trigger communications
- Assign tasks
- Categorise customer interactions

Where clients configure such functionality they remain responsible for ensuring compliance with applicable data protection legislation.

16. Data Retention

Personal information is retained only for as long as necessary.

Record Type	Retention Period
Client Records	6 years after relationship ends
Financial Records	6 years minimum
Website Enquiries	2 years
Marketing Records	3 years after last engagement
Employee Records	6 years after employment ends
Security Logs	Up to 12 months
Support Records	3 years
Contracts	6 years after expiry

Longer retention periods may apply where required by law or for legitimate business purposes.

17. Your Rights

Individuals have the following rights under UK GDPR:

- Right of access
- Right to rectification
- Right to erasure
- Right to restrict processing
- Right to object
- Right to data portability
- Right to withdraw consent
- Rights relating to automated decision making

Requests should be submitted to:

info@nexus360.digital

We aim to respond within one calendar month.

18. Personal Data Breaches

Nexus 360 maintains documented procedures for:

- Identifying breaches
- Reporting breaches
- Investigating incidents
- Managing risks
- Notifying affected parties

Where legally required, we will notify:

- The Information Commissioner's Office (ICO)
- Affected individuals

within the applicable statutory timescales.

19. Complaints

If you have concerns regarding how Nexus 360 processes personal information, please contact us on complaints@nexus360.digital first so that we may investigate and resolve the matter.

If you remain dissatisfied, you have the right to complain to:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Telephone: 0303 123 1113

Website: <https://ico.org.uk>

20. Review of this Notice

This Privacy Notice will be reviewed at least annually and may be updated periodically to reflect legal, regulatory, operational or technological changes.

The latest version will always be available upon request and through Nexus 360 communication channels.