



## Privacy Policy

Purple Talent Solutions is subsidiary of **Bioss Southern Africa**, a leadership and talent consulting organisation.

This privacy policy explains how we use, store, and protect any personal information we collect about you through our products, services, and events.

### Data Protection Principles

Purple Talent Solutions complies with the principles of the UK Data Protection Act 2018, the UK GDPR, and the Privacy and Electronic Communications (EC Directive) Regulations 2003.

We follow these principles in processing personal information:

- Processed fairly, lawfully, and transparently
- Collected for specified, explicit, and legitimate purposes
- Adequate, relevant, and limited to what is necessary
- Accurate and kept up to date
- Retained only as long as necessary
- Processed in accordance with your rights
- Kept secure with appropriate technical and organisational measures
- Not transferred outside the UK or EEA unless adequate safeguards are in place

Your privacy and security are of utmost importance to us. We will always follow these principles and respect your communication preferences.

### What information do we collect about you?

We collect personal information in the following ways:

- Through Purple Talent Solutions products and services, including assessments, surveys, and consultancy tools.
- When you complete forms, interviews, or digital inputs provided by our consultants.
- When you register for or participate in events, including LinkedIn Live events.
- Through demographic information that may be sourced or requested (such as age range, gender, location, and professional background) to support research, reporting, and audience engagement insights.

Some of this information may include **special category (sensitive) data**, which we will only process with your explicit consent.

### **How will we use the information about you?**

We use your information to:

- Deliver reports, assessments, or leadership solutions for you and/or your employer.
- Provide access to Purple Talent Solutions' products and services.
- Analyse demographic information to improve our services, ensure inclusivity, and comply with platform requirements (e.g., LinkedIn Live).
- Generate anonymized and aggregated insights for research, product development, and benchmarking across our global network.

Your reports and data will be securely stored on our secure server, and made available only to you, your employer (if applicable), and authorised Purple Talent Solutions personnel.

We will not share your personal data with third parties unless:

- You provide explicit consent.
- It is required to deliver our services through trusted partners under strict contractual safeguards; or
- We are legally obliged to do so.

### **Security**

Purple Talent Solutions has appropriate technical and organisational measures in place to protect your personal data from unauthorised access, unlawful processing, accidental loss, destruction, or damage. Sensitive data may be encrypted and accessible only to authorised personnel.

### **Access to your information and correction**

You have the right to request a copy of the personal information we hold about you. To do so, please email or write to us at:

[info@purple-ts.com](mailto:info@purple-ts.com)

We want to make sure your information is accurate and up to date. You may ask us to correct or remove information you believe to be inaccurate.

### **International transfers**

If personal data is transferred outside of the UK or EEA, Purple Talent Solutions ensures that appropriate contractual and security safeguards are in place to maintain an equivalent level of protection.

### **Sensitive and demographic data**

Sensitive data may include:

- Racial or ethnic origin
- Political opinions
- Religious or similar beliefs
- Trade union membership
- Physical or mental health
- Sexual orientation
- Criminal record or proceedings

Demographic data may include:

- Age range
- Gender identity
- Location and professional sector
- Career level or role type

This information will only be collected where relevant, used in anonymized or aggregated form where possible, and never sold or shared with third parties for marketing purposes.