

Consultant

# PRIVACY POLICY



JANUARY 2026

## 1. Introduction

Gerbry Business Limited ("we," "us," "our") is committed to protecting your privacy in accordance with the Jamaica Data Protection Act (2020). This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website [www.gerbry.business](http://www.gerbry.business), use our services, or interact with us in any way. Please read this policy carefully to understand our views and practices regarding your personal data and how we will treat it.

## 2. Information We Collect

We may collect and process the following types of information:

- Personal Information: Name, email address, phone number, postal address, and other identifiers.
- Professional Information: Job title, company name, industry, and other work-related information.
- Financial Information: Billing address, payment method details, and transaction history.
- Technical Information: IP address, browser type, operating system, and other technical details from your visits to our website.
- Usage Data: Information about how you use our website and services.
- Consultation Information: Notes, recordings, and summaries from consultations.

## 3. How We Collect Information

We collect information through various means, including:

- Direct interactions: When you provide it to us through forms on our website, during consultations, contracts, or via email and phone communications.
- Automated technologies: As you interact with our website, we may automatically collect technical data using cookies, server logs, and other similar technologies.
- Third parties or publicly available sources: We may receive personal data about you from various third parties and public sources such as LinkedIn or other professional networks.

#### 4. Lawful Basis for Processing

We will only process your personal data where we have a lawful basis for doing so. This may include:

- Your consent, which you may withdraw at any time.
- The performance of a contract to which you are a party.
- Compliance with a legal obligation.
- Protection of vital interests.
- Performance of a task carried out in the public interest.
- Our legitimate interests, provided that they do not override your rights and freedoms.

#### 5. How We Use Your Information

We use the information we collect for the following purposes:

- To provide, operate, and maintain our services.
- To improve, personalize, and expand our services.
- To understand and analyze how you use our services.
- To develop new products, services, features, and functionality.
- To process transactions and send related information, including purchase confirmations and invoices.
- To communicate with you, including responding to your comments, questions, and requests.
- To send you technical notices, updates, security alerts, and support and administrative messages.
- To comply with legal obligations and protect our legal rights.

## 6. Disclosure of Your Information

We may share your personal information in the following circumstances:

- With our employees, contractors, and agents to provide and improve our services.
- With third-party service providers to perform services on our behalf, such as payment processors, IT service providers, and email communication platforms.
- To comply with legal obligations, respond to legal claims, and protect our rights.
- In connection with a business transfer, such as a merger, acquisition, or sale of assets.

## 7. Data Security

We use appropriate technical and organizational measures to protect your personal data against unauthorized access, disclosure, alteration, or destruction. These measures include encryption, access controls, and secure data storage.

## 8. Data Retention

We will retain your personal data only for as long as necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

## 9. Your Data Protection Rights

Under the Jamaica Data Protection Act (2020), you have the following rights regarding your personal data:

- The right to be informed about the collection and use of your personal data.
- The right to access your personal data and request copies.
- The right to rectification of inaccurate or incomplete personal data.
- The right to erasure (the right to be forgotten).
- The right to restrict processing of your personal data.
- The right to data portability.
- The right to object to processing of your personal data.
- Rights related to automated decision-making and profiling.