**Notes for use of this document**

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**Instructions for Completion:**

1. **Read through the whole document and ensure you understand and are happy with the content.**
2. **Complete all of the sections highlighted by gold text, or enclosed within square brackets [ ].**
3. **Review the whole document again and delete any remaining gold text. There should be NO gold text remaining in your document.**
4. **You are now ready to start using your document.**

**This document is a PRIVACY NOTICE.**

It should be completed and added to your website so that it is visible on every page of your website.

If your business is established outside of the EU then this Privacy Notice will enable you to comply with the GDPR (The General Data Protection Regulation) but you will still need to check the privacy laws applicable to your country of residence.

**PRIVACY NOTICE**

This Privacy Notice sets out the details of how **[insert your business name (this is your Ltd company name, your personal name or your trading/as name)]** (**“we”, “us”, “our”**) as data controller, collects and processes your personal data obtained directly from you, or through our website located at **[insert your website URL address],** or our other online platforms and social media channels which, for the purposes of this privacy notice, shall be collectively referred to as (**"the Website"**).

For the purposes of this Privacy Notice, personal data shall mean any information that can be used to identify an individual whether directly or indirectly **(“Personal Data”)**.

Please read through the content of this Privacy Notice carefully and ensure that you understand it. If you do not understand the content of this Privacy Notice or do not accept or agree with it then you must stop using the Website and/ or accessing our other online platforms, social media groups and any other associated groups or pages immediately. If you have already provided us with any Personal Data, then you must contact us immediately.

By accessing the Website and providing us with your Personal Data you are warranting that you are over 18 years of age. This Website is directed to individuals who are at least 18 years of age. The Website is not intended to be used by anyone under the age of 18 and we do not collect any Personal Data or information from anyone under 18 years of age in compliance.

If you have any questions about this Privacy Notice or require more information concerning our privacy and data protection practices, please contact us at **[insert your contact email address]**.

**What personal data do we process, why do we process it, and how do we collect it**

We may process Personal Data that you provide to us by subscribing to a newsletter or email list, requesting information through a contact form, or by any other communication via email, text or through our Website. [If you collect Personal Data through any other method please add that to this section].

We may also process your Personal Data through the use of cookies or other tracking software on our Website. Please refer to our separate cookie policy for further information.

We may also process Personal Data received from third parties such as [ Enter details of any third parties that you use that provide you with personal data. For example: if you receive data from third parties such as google or facebook (for advertising or analytics) then include Facebook and Google. Other examples are: Pinterest, Instagram, Youtube, Paypal, Stripe, Companies House, or other information, analytic or advertising providers or other search or payment processing services.

When we process your Personal Data we will comply with relevant data protection laws and principles such as the General Data Protection Regulation (EU Regulation 2016/679) **(“GDPR”),** which means that your data will be used lawfully, fairly and in a transparent way, kept securely and only for as long as necessary for the purposes we have told you about.

We shall only collect and process your Personal Data for purposes that are clearly outlined prior to you providing us with your data, or for a legitimate reason.

Whenever we process your Personal Data we do so on the basis of a lawful condition this will either be because you have given your consent for us to process your Personal Data, where we are under a contractual or legal obligation, or where it is in our legitimate interests to do so.

We do not carry out automated decision making or any type of automated profiling.

[**Note: If you DO use automated systems for decision making or profiling please add:**

The following automated decision making or profiling may take place (insert clear description of the data used and the legal basis for using it and the intended result of the processing as well as any consequences or effects for the data subject).]

The types of Personal Data which we process will vary depending on your own specific circumstances but typically can include:

**[Note: The sections below include details of data you may process, the reasons why you may process it and the legal ground on which you process it.**

**Please read through each section. If you process Personal Data which is not listed, then you can add details of that Personal Data to the relevant section. If there is Personal Data listed that you DO NOT and WILL NOT process, then you can delete the reference to that data.**

**There is a space at the end of this part to add another section should you need to.**

* **Personal Information:** which may include your name, date of birth, email address, phone number, business contact details, correspondence address, IP address. We shall process this data for the purposes of communicating with you and keeping our records on the lawful grounds of legitimate interest;
* **Customer or Client Information:** should you purchase goods and/or services from us then we may process information in connection with your purchase, and the supply of that purchase, as well as keeping appropriate records. Such information may include your Personal Information, billing address, delivery address, credit card or other payment details and we shall process it on contractual grounds;
* **User Information:** this may include comments or statements that you may make or post via our Website, online platforms or social media channels, images, documents or videos that you share on or through our Website or through any of our pages or other online platforms, and information concerning your use of our Website or other online platforms such as your browser information, pixel ID, page views, pages visited, number of visits and where appropriate log-in details. We shall process this information to analyse and monitor usage and content of our Website and other platforms and channels to ensure the content is relevant to you, to support our administration and record keeping requirements, and to maintain security of our systems on legitimate interest grounds;
* **Promotional Information:** this may include information you provide in connection with any promotions, marketing, or advertising from us or our third parties. We shall use this information to provide relevant offers and advertisements, competitions and promotions and other free resources and to monitor our promotional activity, keep records and compile analytics on legitimate interest grounds.

**[If you process any data which is NOT already listed above you can add another section here.]**

**[Insert heading** Heading: this may include (set out details of the data you collect/process) we shall use this information to (explain why you use the data) on the grounds of (insert legal ground of processing).]

**Please delete this last section if you do not need to use it.**

We may also process your Personal Data to deliver or send relevant advertisements to you through our Website and to analyse the success and effectiveness of such adverts for our legitimate interest purposes of promoting and growing our business.

In accordance with the Privacy and Electronic Communications Regulations (PECR) we may also send you relevant advertisements or marketing information if you:

1. have ever purchased or enquired about our products or services; and
2. at the time of your purchase or enquiry you agreed to receive advertising or marketing information from us, and you have not opted out from receiving that information.

**[NOTE: IF you are based outside of the EU the PECR does not apply to you yet so please delete the above section]**

Where we contact you through email, we shall ensure that our emails clearly display the location of the sender and include clear options for you to opt-out from receiving contact from us in accordance with the CAN-SPAM Act.

**Special Category Data**

We do not collect any special category data about you. This is data relating to your health, race or ethnicity, political opinion, religious or philosophical beliefs, trade union membership, genetics, biometrics, sex life or sexual orientation. We do not process any data relating to criminal offences and convictions.

**[NOTE: If you DO collect this type of personal and sensitive data you can delete the above paragraph and insert this instead:**

[To allow us to (explain the reason why you must process this special category data. For example: ‘to deliver our services to you’) we need to process the following special category data (add details of data). We require your explicit consent to undertake this processing and we will contact you to obtain this. **[Note: If you do not need explicit consent state the legal ground here]**.]

**Disclosure of Personal Data**

We may use any of the following external service providers to support our business and may share your Personal Data with those third parties:

[Please add details of any external service providers that you use within your business. For example:

1. Infusionsoft;
2. Facebook;
3. Google;
4. Paypal;
5. Stripe;
6. Active Campaign;
7. Zoom;
8. Dropbox;
9. Whatsapp.]

We understand that all of these third parties have appropriate technical and security processes in place to protect your data.

We may also share your Personal Data as follows:

1. where it is necessary for external service providers who have been engaged by us to assist in the provision of services to our clients and customers;
2. where it is required by our professional support teams;
3. where we are required by a government body or legal obligation or to protect our rights;
4. where it is required in connection with the sale or purchase of any business or assets;

V. with any other member or company of our group. **[Note: delete this last clause if you are NOT part of a group of companies]**

Where we have outsourced a function or activity to an external service provider, we will only disclose Personal Data that the service provider needs to undertake that function or activity, and we require external service providers to agree to keep your Personal Data secure in accordance with the relevant law.

We agree not to share your Personal Data with any third party for that third party’s marketing purposes unless we have obtained your consent to do so.

**Transfer of Personal Data**

Our Website is located within [enter location of your website. For example: [ the United Kingdom] and your data will be processed in [enter location of your website. For example: [ the United Kingdom]. We comply with the Internet laws applicable to that country.

**[Note: If you are based within the EEA and you use third parties to transfer data outside of the EEA OR if you have clients or customers that are based with the EEA and you use third parties to transfer their data outside of the EEA then please complete the following section with details of any third party that you use:**

We may also transfer your Personal Data to a third-party service provider which requires your Data to be transferred outside of the EEA. Where your Data is transferred outside of the EEA by our third-party service providers, we understand that they comply with the following standards relating to the security of your Personal Data:

**[Enter details of any third party that you use where Personal Data is transferred outside of the EEA. You should be able to find details of the security measures they use within their privacy notices. Please enter the third-party name and the security measures they use to protect the Personal Data For example:**

I. Infusionsoft use the EU Model Contract which governs the lawful transfer of data from the EEA to countries outside of the EEA. In respect of any payment or financial information Infusionsoft also complies with the Payment Card Industry Data Security Standards;

II. Facebook complies with the General Data Protection Regulation and is certified under the Privacy shield for data transfers;

III. Google complies with the General Data Protection Regulation and is certified under the privacy shield for data transfers. Google also complies with the Payment Card Industry Data Security Standards;

IV. Paypal relies on Binding Corporate Rules approved by competent Supervisory authorities;

1. Stripe is certified under the EU-US Privacy Shield as well as EU Standard Contractual Clauses and Binding Corporate Rules.
2. Active Campaign is certified under the EU-U.S. Privacy Shield and the Swiss-U.S. Privacy shield for data transfers;
3. Zoom is certified under the EU-U.S. Privacy Shield Framework and the Swiss-U.S Privacy Shield;
4. Dropbox is certified under the EU-U.S. Privacy Shield Framework and the Swiss-U.S Privacy Shield;
5. Whatsapp is certified under the EU-U.S. Privacy Shield Framework and the Swiss-U.S Privacy Shield

Where we transfer Personal Data to parties not listed above that are outside of the EEA then we will ensure that at least one of the following conditions is met:

1. You have given your express consent;
2. The country has an approved adequate level of protection for personal data;
3. It is legally required;
4. It is authorised by the relevant data protection authority.

**[Note: If none of the data you use leaves the EEA then delete the two sections above and add the following:** We do not transfer your personal data outside of the EEA.**]**

**Data Security**

We take the protection of your Personal Data seriously and have taken suitable and reasonable steps to protect the Personal Data we hold from misuse, loss, unauthorised access, and any modification or disclosure.

We limit access to your Personal Data to those employees, agents, contractor or third parties who have a business need to know. They will only process your Data on our instructions and must keep it confidential.

If you are submitting Personal Data over the internet that you wish to remain private, please note that while attempts are made to secure information transmitted to this site, there are inherent risks in transmitting information across the internet. If you prefer, we can arrange for you to submit your Personal Data through alternative means. Please contact us to discuss alternative methods.

**Data Retention**

We will not keep your Personal Data for longer than is required with regard to the purpose for which it was collected by us or provided by you including any legal or record keeping requirements and will take reasonable steps to destroy or permanently de-identify your Personal Data when it is no longer required.

**Your Rights in Relation to the Data We Hold**

You have rights in relation to your Personal Data, these include the right to access and receive a copy of your Personal Data, to ask us to correct any errors, to erase your Personal Data, to restrict or object to how your information is processed. You can find out more about your rights by visiting [Add in a Website Link to the Independent Supervisory body for data protection in your territory /country of residence. For example in the UK it is the ICO so you should add: <https://ico.org.uk/your-data-matters/> ]

To ensure the information we hold about you remains accurate please contact us using the email address above if at any time your personal details change.

Where you have provided your consent for us to process your Personal Data you can withdraw that consent at any time. Should you wish to do so please contact us at the above email address.

If you are not happy with how we process your Personal Data you have the right to lodge a complaint with [Add in the name of the Independent Supervisory body for data protection in your territory /country of residence. For example, in the UK it is the ICO so you should add: The Information Commissioners Office (ICO), the UK supervisory authority for data protection issues].

**[Note: If you have appointed a Data Protection Officer a Data Privacy Manager or an EU Representative enter their details here:**

If you have any questions relating to this notice, please contact our Data Protection Officer / Data Privacy Manager / EU Representative using the following details:

Name:

Email Address:

Postal Address:]

**[If you have not appointed or do not need a Data Protection Officer a Data Privacy Manager or an EU Representative you can delete this last section]**

**Links to Other Sites**

The Website may contain links to other sites. We are not responsible for the privacy practices of those websites and have no knowledge of whether cookies or other tracking devices are used on any such linked sites. If you have any concerns regarding the privacy of your information you should ensure you are aware of the privacy policies of those sites before disclosing any personal information.

**Changes to this Privacy Notice**

We reserve the right to alter or amend this Privacy Notice without any prior notice to you. Should our Privacy Notice be altered, the new Privacy Notice will be posted on the Website.

Your first use of our Website after the date of any amendments or alterations will constitute your acceptance of such changes therefore, we recommend you review this Privacy Notice regularly to keep informed of any changes.