

## Privacy and Cookies Policy – Alison Rendle Ltd

### 1. INTRODUCTION

This privacy notice provides you with details of how we collect and process your personal data. Alison Rendle Ltd is responsible for your personal data and is committed to ensuring that your privacy is protected.

If you need to contact us, our email address is [alison.rendle@icloud.com](mailto:alison.rendle@icloud.com) and our postal address is Hedley House, Upper Dicker, East Sussex, BN27 3QJ. If any of the information you have shared with us changes, please let us know so that we can keep your information up to date.

### 2. INFORMATION THAT WE COLLECT FROM YOU

When you order a service from you we may collect information such as: your name, contact details and credit or debit card information. We do not store any credit/debit card details.

We may also collect information about your usage of our website as well as information about you from messages you post to the website and e-mails or letters you send to us.

We may collect data that you providing the data directly to us (for example by filling in forms or by sending us emails). This may include details from notes made during our sessions together.

We may automatically collect certain data from you as you use our website by using cookies and similar technologies (see below for further information on cookies).

We may receive data from third parties such as analytics providers such as Google based outside the EU, advertising networks such as Facebook based outside the EU, such as search information providers such as Google based outside the EU, providers of technical, payment and delivery services, such as data brokers or aggregators. We may also receive data from publicly available sources such as Companies House and the Electoral Register based inside the EU.

We do not collect any sensitive data about you, such as details about your ethnicity, religious or beliefs, sexual orientation or health information.

#### We may collect the following data about you:

- Your name
- Your email addresses
- Your address
- Your phone numbers
- Your financial details
- Data about how you use our website
- Technical data such as your IP address, your login data, details about your browser, length of visit to pages on our website, page views and navigation paths, details about the number of times you use our website, time zone settings and other technology on the devices you use to access our website
- Your marketing and communications preferences
- Any other information that you directly provide to us whether through our contact form over the phone, by email or otherwise
- Application forms

### 3. COOKIES

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly.

Cookies are small amounts of information which we may store on your computer. Unless you have indicated your objection when disclosing your details to us, our system will issue cookies to your computer when you log on to the site. Cookies make it easier for you to log on to and use the site during future visits. They also allow us to monitor website traffic and to personalise the content of the site for you.

#### 4. HOW WE MAY USE YOUR INFORMATION

We may use your information to:

- Process orders and financial transactions with you
- Send you customer communications
- Enable us to perform a contract between us
- Reply to any queries you raise with
- Send you marketing communications where we have a legal right to do so
- Monitor the use of our website and services
- Keep records of orders placed and communications in relation to orders
- Keep records of communication with you
- Analyse your use of our website
- Understand the effectiveness of our advertising
- Manage our business
- Comply with legal obligations

Your information will enable us to provide you with access to our website and to supply the products or services you have requested. It will also enable us to invoice you and to contact you, where necessary, concerning your orders. We will use and analyse the information we collect so that we can administer, improve and develop our business. In particular, we may use your information to contact you for your views on our services and to notify you occasionally about important changes or developments to the website or our services.

Further, where you have consented, we might also use your information to let you know by email about other products and services which we offer which may be of interest to you. If you change your mind about being contacted in the future, please let us know. We will never share your personal data with any third party for marketing purposes.

If you attend one of our courses, it is up to you to decide what personal information you share with other participants. We will not share your email address with other participants unless you confirm that you wish us to do so, to keep in touch with new friends and contacts you may have made.

You can ask us to stop sending you marketing messages at any time by emailing us at [alison.rendle@icloud.com](mailto:alison.rendle@icloud.com) at any time.

#### 5. MARKETING COMMUNICATIONS

Our lawful ground of processing your personal data to send you marketing communications is either your consent or our legitimate interests (namely to grow our business).

Under Privacy and Electronic Communications Regulations, we may only send you email or text marketing communications if (i) you made a purchase or asked for information from us about our goods or services or (ii) you agreed to receive marketing communications and in each case, you have not opted out of receiving such communications since. Under the regulations, if you are a limited company, we may send you marketing emails without your consent. However, you can still opt out of receiving marketing emails from us at any time.

You can ask us to stop sending you marketing messages at any time by emailing us at [alison.rendle@icloud.com](mailto:alison.rendle@icloud.com).

If you opt out of receiving marketing communications this opt-out does not apply to personal data provided as a result of other transactions, such as purchases.

## 6. DISCLOSURE OF YOUR INFORMATION

We may have to share your personal data with the parties set out below:

- Service providers who provide IT and system administration services.
- Professional advisers including lawyers, bankers, auditors and insurers who provide consultancy, banking, legal, insurance and accounting services.
- HM Revenue & Customs, regulators and other authorities who require reporting of processing activities in certain circumstances.

We require all third parties to whom we transfer your data to respect the security of your personal data and to treat it in accordance with the law.

## 7. INTERNATIONAL TRANSFERS

We may have a business relationship with third party service providers based outside the EEA so their processing of your personal data could involve a transfer of data outside the EEA.

Whenever we transfer your personal data out of the EEA, we do our best to ensure that safeguards are in place to ensure a similar degree of security of your personal data. Such as:

- We may transfer your personal data to countries that the European Commission have approved as providing an adequate level of protection for personal data; or
- If we use providers based in the United States that are part of the EU-US Privacy Shield, we may transfer data to them, as they have equivalent safeguards in place; or
- Where we use service providers outside the EEA, we may use specific contracts or codes of conduct/certification approved by the European Commission.

If none of the above safeguards is available, we may request your explicit consent to the specific transfer. You will have the right to withdraw this consent at any time.

## 8. DATA SECURITY

We have put in place security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed.

We have procedures in place to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

## 9. DATA RETENTION

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

When deciding what the correct time is to keep the data for we look at its amount, nature, sensitivity, potential risk of harm from unauthorised use or disclosure, the processing purposes, if these can be achieved by other means and legal requirements.

For tax purposes the law requires us to keep basic information about our customers (including contact, identify, and financial transaction data) for six years after they stop being customers.

In some circumstances we may anonymise your personal data for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

## 10. YOUR LEGAL RIGHTS

Under data protection laws, you have rights in relation to your personal data that include the right to request access, correction, erasure, restriction, transfer, to object to processing, to portability of data and in some circumstances to withdraw consent.

You can see more about these rights at: <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

If you wish to exercise any of the rights set out above, please email us. You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data. This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it.

We try to respond to all legitimate requests within one month. It may take us longer than a month if your request is complex. In this case, we will notify you.

## 11. LINKS TO OTHER WEBSITES

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

## 12. POLICY AMENDMENTS

We may update this privacy policy from time-to-time by posting an updated version on our website. You should check this page occasionally to ensure you are happy with any changes.

May 2018