

PRIVACY POLICY

Your privacy is important to us so this privacy policy provides you with details of how we collect and process your personal data on our site cordycopywriting.com.

1. CONTACT DETAILS

Name: Bridget Cordy

Address: 27 Luxford Way, Billingshurst, West Sussex RH14 9NX

E-mail: bridgetcordy@live.co.uk

Please email us if your personal information changes to ensure the information we hold is up to date and accurate.

2. WHAT DATA WE COLLECT ABOUT YOU, WHY, AND ON WHAT GROUND WE PROCESS IT

Personal data refers to any information capable of identifying an individual. It does not include anonymised data.

We may process the following categories of personal data about you:

- **Communication Data** which includes any communication that you send to us, whether that's through the contact form on our websites; via email; in the form of a business card or letterhead; text or social media messaging; social media posting; or any other communication that you send us.
- We process this data for the purposes of communicating information about services which might be valuable for you, for record keeping, and for the establishment, pursuance or defence of legal claims.
- Our lawful ground for this processing is our legitimate interests which in this case is to send you useful information about how you can use our services for yourself and your business, also to reply to communications sent to us, to keep records and to establish, pursue or defend legal claims.
- **Customer Data.** This includes data relating to any purchases of services such as your name, title, company name, billing address, delivery address, email address, phone number, contact details, purchase details and your bank or card details.
- We process this data to supply the goods and/or services you have purchased and to keep records of such transactions.

- Our lawful ground for this processing is the performance of a contract between you and us and/or taking steps at your request to enter into such a contract.
- We may also use customer data to telephone, text, email and send you postal communications (direct mail), to ensure you are fully aware of our terms and conditions, and any other information we consider necessary to fulfil our contract with you.
- **Supplier Data** which includes data relating to any services that you supply to our company, such as your name, title, company name, billing address, delivery address, email address, phone number, contact details, and your bank or card details.
- We process this data to pay you for the supply of goods and/or services you have given us and to keep records of such transactions.
- Our lawful ground for this processing is the performance of a contract between you and us and/or taking steps at your request to enter into such a contract.
- We may also use this data to telephone, text, email and send you postal communications (direct mail), to ensure you are fully aware of our terms and conditions, and any other information we consider is necessary to fulfil our contract with you.
- **Technical Data** that includes data about your use of our website and online services 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.
- The source of this data is from our analytics tracking system.
- We process this data to analyse your use of our website and other online services, to administer and protect our business and website, to deliver relevant content and advertisements to you and to understand the effectiveness of our advertising.
- Our lawful ground for this processing is our legitimate interests which in this case are to enable us to properly administer our website and our business and to grow our business and to decide our marketing strategy.

Sensitive Data

We do not collect any Sensitive Data about you. Sensitive data refers to data that includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data. We do not collect any information about criminal convictions and offences.

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Where we are required to collect personal data by law, or under the terms of the contract between us and you do not provide us with that data when requested, we may not be able to perform the contract (for example, to deliver goods or services to you). If you don't provide us with the requested data, we may have to cancel a product or service you have ordered.

We will only use your personal data for a purpose it was collected for or a reasonably compatible purpose if necessary. In case we need to use your details for an unrelated new purpose we will let you know and explain the legal grounds for processing.

We may process your personal data without your knowledge or consent where this is required or permitted by law.

3. HOW WE COLLECT YOUR PERSONAL DATA

We will collect data directly from you during telephone conversations, from email, business cards or letterheads, text messaging, social media or from anyone else that you give permission to provide such information required to communicate with us. We may also collect payment data from telephone conversations or BACS transfers.

4. MARKETING COMMUNICATIONS

You may receive marketing communications from us if you made a purchase or asked for information from us about our goods or services or if you are not a customer, you gave us your details on a business card, or agreed to receive marketing communications by ticking a box. In each case, you have not opted out of receiving such communications since.

We never share your personal data for marketing reasons or sell to third parties.

You can ask us to stop sending you marketing messages at any time by emailing us at bridgetcordy@live.co.uk.

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, etc.

5. DISCLOSURES OF YOUR PERSONAL DATA

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
- Government bodies that require us to report processing activities.
- Third parties to whom we sell, transfer, or merge parts of our business or our assets.

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. We only allow such third parties to process your personal data for specified purposes and in accordance with our instructions.

6. INTERNATIONAL TRANSFERS

Countries outside of the European Economic Area (EEA) do not always offer the same levels of protection to your personal data, so European law has prohibited transfers of personal data outside of the EEA unless the transfer meets certain criteria.

Some of our third parties service providers are based outside the European Economic Area (EEA) so their processing of your personal data will involve a transfer of data outside the EEA.

We may transfer your personal data out of the EEA. For example, we may use US-based providers that are part of EU-US Privacy Shield as they have equivalent safeguards in place.

7. DATA SECURITY

We have put in place security measures to prevent your personal data from being accidentally lost, used, altered, disclosed, or accessed without authorisation. We also allow access to your personal data only to those partners who have a business need to know such data. They will only process your personal data on our instructions and they must keep it confidential.

8. 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 and 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, Identity, Financial and Transaction Data) for six years after they stop being customers.

If you leave a comment, the comment and its metadata are retained indefinitely. This is so we can recognize and approve any follow-up comments automatically instead of holding them in a moderation queue.

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.

9. YOUR DATA PROTECTION RIGHTS

Under data protection law, you have rights including:

Your right of access - You have the right to ask us for copies of your personal information.

Your right to rectification - You have the right to ask us to rectify information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing - You have the right to ask us to restrict the processing of your information in certain circumstances.

Your right to object to processing - You have the the right to object to the processing of your personal data in certain circumstances.

Your right to data portability - You have the right to ask that we transfer the information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

If you wish to exercise any of the rights set out above, please email us at bridgetcordy@live.com.

If you are not happy with any aspect of how we collect and use your data, you have the right to complain to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk).

We would be grateful if you would contact us first if you do have a complaint so that we can try to resolve it for you.

10. THIRD-PARTY LINKS

Visitor comments may be checked through an automated spam detection service.

When visitors leave comments on the site we collect the data shown in the comments form, and also the visitor's IP address and browser user agent string to help spam detection.

Articles on this site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.

We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

11. 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.

If you leave a comment on our site you may opt-in to saving your name, email address and website in cookies. These are for your convenience so that you do not have to fill in your details again when you leave another comment.

When you log in, we will also set up several cookies to save your login information and your screen display choices. Login cookies last for two days, and screen options cookies last for a year. If you select "Remember Me", your login will persist for two weeks. If you log out of your account, the login cookies will be removed.

9.0 CHANGES TO OUR PRIVACY POLICY

This privacy policy may change from time to time in line with legislation or industry developments. We will not explicitly inform our clients or website users of these changes. Instead, we recommend that you check this page occasionally for any policy changes. Specific policy changes and updates are mentioned in the change log below.

Updates:

November 2020