

**Please amend any text or sections as you feel appropriate.**  
**All red lettering needs to be amended/deleted.**  
**For a more personalised appearance, please print on your company letterhead or add your company logo.**

## **GDPR DATA PRIVACY NOTICE FOR WEBSITES**

This is the privacy notice for **[Insert Company Name]**.

The purpose of this privacy notice is to provide clarity on how we protect any personal data gathered from visits to our website.

We will also highlight your privacy rights and how the GDPR legislation the individual.

In line with current GDPR legislation, we will protect all personal data which we gather through our website.

This privacy notice is set out in the specific following areas:

- **WHO WE ARE & IMPORTANT INFORMATION (1)**
- **COLLECTION OF PERSONAL DATA (2)**
- **HOW PERSONAL DATA IS COLLECTED (3)**
- **WHEN WE WILL USE PERSONAL DATA (4)**
- **WHO WE SHARE PERSONAL DATA WITH (5)**
- **DATA SECURITY (6)**
- **DATA RETENTION (7)**
- **YOUR LEGAL RIGHTS (8)**
- **REQUESTS (9)**

### **WHO WE ARE? IMPORTANT INFORMATION (1)**

You must read and understand this privacy notice, alongside other privacy notices we may provide, on when and how we collect and process personal data to inform our users and make them fully aware of how and why their personal data is being collected. This privacy notice works in conjunction the our other notices, and is not placed to override other notices or legislation.

**Data controller(s)**

**[Insert legal name of organisation]** is the data controller and holds full responsibility for personal data collected on this website.

Our contact details are **[Insert registered address, contact email address and main contact number]**.

For all data concerns, please contact **[Insert Data Protection Officer name]** on **[Insert email address or contact number]**.

### **Third-party applications outside our control**

This website may include links to third-party websites and applications. Clicking on such links or enabling third party connections may allow said third parties to collect or share data about you. We cannot control third-party websites, cannot control how they store or share personal data, and will not be held responsible for their privacy statements.

We strongly encourage individuals to read the privacy notice of all websites visited.

### **COLLECTION OF PERSONAL DATA (2)**

Personal data equates to the personal information about an individual which could enable that person can be identified.

We may collect, use, store and transfer different types of personal data of individuals which may include:

- **Identity Data** – this may include (but is not limited to) **[Forename, surname, date of birth, preferred gender, and marital status]**.
- **Contact Data** – may include (but is not limited to) **[Billing address, email address, contact number, delivery address]**.

**[We may also collect, use and share aggregated data such as demographic area. Aggregated data may be used from the personal data of an individual but is not considered personal data as it does not reveal the identity of an individual].**

**[We do not collect special categories of personal data which includes details regarding race or ethnicity, sexual orientation, religious or philosophical beliefs, political beliefs, trade union membership, health and genetic data].**

**[We do not collect information regarding criminal convictions and offences].**

If you fail to provide personal data where we need to collect it either by law or under the terms contract, and you fail to provide data when requested, we may be unable to

perform the contract we have or are trying to form with you. In such circumstances, we may have no alternative but to cancel a contract, product or service you have with us. Notification of this will be provided before cancellation occurs.

### **HOW WE COLLECT YOUR PERSONAL DATA (3)**

We use different methods to collect personal data including directly through areas such as you providing your identity, contact details and financial information whilst completing certain types of forms, or through correspondence such as telephone, email and post etc. This includes personal data collected through applications for products or services, account set-up, requests for marketing materials, subscriptions or publication.

#### **When we will use your personal data**

We only use personal data when the law permits us to do so. The most common areas for us to use personal data is through circumstances such as data required when necessary for the performance of a contract or to take steps at your request before entering into such a contract. Through legitimate interest, meaning it is in the interest of our business whilst conducting and managing our business in order to enable us to provide the best possible product or service and the most secure experience. We consider all potential impacts on the individual before processing any personal data for our legitimate interests. We do not use personal data for activities where there is the potential to cause an impact on the individual, unless we have express prior permission granted. Further information on this topic is available upon request by contacting the company Data Protection Officer **[Insert Name]**. We comply with all legal and regulatory obligations. This means we process personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.

**[AMEND AS REQUIRED: We do not rely on consent as a legal basis for processing personal data. However, individuals do have the right to withdraw their consent to marketing at any time by contacting the Data Protection Officer [Insert Name]].**

### **PURPOSES FOR WHICH WE WILL USE YOUR PERSONAL DATA (4)**

See the table below in response to how we plan to use your personal data, with the legal bases we rely on to do so.

Please be aware that we may process your personal data for more than one reason. All processing is carried out on a lawful basis.

**[Amend the table and add in your own specific details]**

<b>Purpose/Activity</b>	<b>Type of data processed</b>	<b>Lawful grounds for processing data, including basis for legitimate interest</b>
New account sign-up	Identity Contact Gender	Customise your preferences

Should you have any questions in relation to our using of personal data, or require additional information with regards to the legal grounds we rely on to process your personal data, then please do not hesitate to contact our Data Protection Officer **[Insert Name]**.

### **Promotional offers from us**

We may use your personal data, including name, contact, service usage and profile information to establish an opinion on what we think your preferences may be, services you require, or what may be of interest to you.

You will receive marketing communications from us if you have purchased goods or services from us. **[We may also use personal data submitted in the event of an individual entering one of our competitions or applying for a special offer(s).]**

### **Third-party marketing**

We will always obtain permission from the individual before sharing any personal data with third parties outside of the **[Enter company name]** group of companies for marketing purposes.

### **Opting out**

You can ask us or third parties to stop sending you marketing messages at any time. **[Simply contact us/ log into your account and unsubscribe from all marketing communications/following the opt-out links on any correspondence received].**

When opting out of marketing and promotional messages, this will not apply to personal data provided to us as a result of **[purchasing a product/service from us, warranty registration or other business transactions completed].**

## **Cookies**

You can set your internet browser to refuse all or some browser cookies, or to set alerts for when websites set or access cookies. If you disable or refuse cookies, please be aware that parts of this website may become inaccessible or fail to operate correctly. For more information about the cookies we use, please refer to our company cookie policy.

## **Change of purpose**

We will only use your personal data for the purposes for which we collected it. The exception to this is unless we genuinely and reasonably consider that we need to use it for other reasons, and these reasons are compatible with the original purpose.

To seek a further explanation on how we process data for the new purpose, please contact our Data Protection Officer **[Insert name]**.

If we intend to use your personal data for any unrelated purpose, you will be notified beforehand with an explanation as to why, and the legislation we rely upon to do so.

If we do process personal data without prior consent, it will always be in compliance with legislation.

## **WHO WE SHARE YOUR PERSONAL DATA WITH (5)**

We may have to share your personal data with the parties set out below for the purposes set out in the table in section 4. These parties are:

- Internal Third Parties **[Insert details]**
- External Third Parties Service **[Insert details of third party examples below, eg providers acting as processors such as payment processors, remote servers and other IT related companies, legal requirements, insurance, auditors etc]**
- Specific third parties as listed in Paragraph 4

- Third parties to whom we may sell, acquire, transfer or merge parts of our business or assets with. If a substantial or legal changes happen within our business, the new acquisition are entitled to use personal data in the same way as set out in this privacy notice.

All third parties are expected to respect the personal data security and legislation. We never allow our third-party service providers to use personal data for purposes other than for specific purposes and in accordance with our permission.

### **DATA SECURITY (6)**

All appropriate security measures have been put in place to prevent the loss, disclosure, amendment or unauthorised use of personal data. There is limited access to personal data within the company, which includes only those authorised to process information and data being able to do so. Authorised personnel will only process personal data on our strict instructions, and in turn are bound by a duty of confidentiality.

We have procedures in place to immediately deal with any suspected personal data breaches. The individual in question and applicable regulators will always be notified should this occur.

### **DATA RETENTION (7)**

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, in line with UK GDPR requirements.

By law, we will hold basic customer information in relation to identity, financial and transaction data for the amount of time as set in UK law, particularly for the purposes of our own financial and tax records.

In certain circumstances, you may ask for personal data to be deleted from our records. Please see ‘Your legal rights’ below for clarity.

We may anonymise your personal data for legal reasons, these being research or statistical purposes. Should this be the case, we maintain the right to use this information on an indefinite basis and without notice to you.

### **YOUR LEGAL RIGHTS (8)**

Unless your personal data is subject to data protection law exemption, you have the following rights:

- The right to request a copy of your personal data we currently hold
- The right to request amendments to correct your personal data should anything be found to be out of date or incorrect
- The right to request your personal data is erased where circumstances dictate that it is no longer necessary to hold such data;
- The right to withdraw your consent to the processing at any time
- The right to request restrictions are placed on further processing where there is a dispute in relation to the accuracy or processing of your personal data
- The right to object to our processing of your personal data, where applicable i.e. where processing is based on our legitimate interests, in the public interest, for official authorities and legislation, for direct marketing or the purposes of research and statistics

Please contact the company Data Protection officer mentioned prior should you wish to exercise any of the rights set out above.

### **Fees**

There are no fees to pay in order to access your personal data or to exercise any of the rights above. However, a reasonable admin fee may be charged should your request be unfounded, repetitive or excessive. We reserve the right to refuse to comply with your request in certain circumstances.

### **Information we may need from you**

There may be times where we will request specific information from you in order to help us confirm your identity and ensure your permission to access your personal data and to exercise your other rights. This is a security measure put in place to ensure that your personal data is never disclosed to any unauthorised personnel. We may also ask for further information to hurry up our response to any request.

### **Time limit to respond**

We attempt to respond to all legitimate requests within one month of the request being placed with us. There may be instances where it may take us longer than a month, should the request contain complexities or a number of requests have been made. We will always keep you up to date with any delays.

## **REQUESTS (9)**

To exercise all relevant rights, queries or complaints in relation to this policy (or any other data protection matter between you and us), please contact our the company Data Protection Officer.

Should the issue not be resolved, you have the right to complain to the Informaiton Commissioners Office on 03031231113 or by email through their website which is: <https://ico.org.uk/global/contact-us/email/> or by post to the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, England, UK.