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BACKGROUND:

<<insert business name>> understands that it is important to you and that you care about how your personal data is collected, stored and used. [we] OR [I] collect and use your personal data in accordance with the Privacy Policy of <> (“[Our] OR [My] Site”) and only for the purposes set out in our Privacy Policy. Any personal data

is important to you and that you respect and value the privacy of your personal data. [we] OR [I] collect and use your personal data in accordance with the Privacy Policy of <> (“[Our] OR [My] Site”) and only for the purposes set out in our Privacy Policy. Any personal data

Please read this Privacy Policy carefully before you accept or agree to its terms and conditions. Your acceptance of this Privacy Policy is requested>>.]

that you understand it. [Your acceptance of this Privacy Policy is requested>>.]

1. Information About [Us] OR [Me]

[Our] OR [My] Site is [owned/operated by] <> [a <> sole trader etc.>>] [registered in England under company number <>].

<> [a <> sole trader etc.>>] [registered in England under company number <>].

[Registered address: <<insert address>>].

[Main trading address: <<insert address>>].

[Main trading address: <<insert address>>].

[VAT number: <<insert VAT number>>].

[Data Protection Officer: <<insert name>>].

Email address: <<insert email address>>].

Telephone number: <<insert telephone number>>].

Telephone number: <<insert telephone number>>].

Postal address: <<insert postal address>>].

[Representative: <<insert name>>].

Email address: <<insert email address>>].

Telephone number: <<insert telephone number>>].

Telephone number: <<insert telephone number>>].

Postal address: <<insert postal address>>].

[[We are] OR [I am] regulated by <> of regulator(s)>>].

of regulator(s)>>].

[[We are] OR [I am] a member of <> of association(s) etc.>>].

of association(s) etc.>>].

[<<insert further information>>].

2. What Does This Policy Cover?

This Privacy Policy applies to the use of <> OR [My] Site. [Our] OR [My] Site may contain links to other websites and [we] OR [I] have no control over how your data is collected, stored and used on these websites and [we] OR [I] advise you to check the privacy policy of these websites before providing any data to them.

OR [My] Site. [Our] OR [My] Site may contain links to other websites and [we] OR [I] have no control over how your data is collected, stored and used on these websites and [we] OR [I] advise you to check the privacy policy of these websites before providing any data to them.

3. What Is Personal Data?

Personal data is defined in the Data Protection Act 2018 (collectively, “the Data Protection Act 2018”) as “any information relating to an identifiable person who can be identified in particular by reference

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to an identifier’.

Personal data is, in simple terms, any information that identifies or can identify you. It includes information such as your name and contact details, but it also covers information such as identification numbers, electronic location data, and

4. What Are My Rights?

Under the Data Protection Act 1998, you have the following rights, which [we] OR [I] will always work to uphold:

- a) The right to be informed about the personal data that [we] OR [I] hold about you. This means we will tell you everything you need to know, but you can also ask us questions using the details in Part 10.
- b) The right to access your personal data. We will tell you how to do this and provide you with a copy of the data.
- c) The right to have your personal data corrected if it is inaccurate or incomplete. Please contact [us] OR [me] using the details in Part 10.
- d) The right to be forgotten. If you no longer want us to hold your data, you can ask us to delete or otherwise dispose of it. Please contact [us] OR [me] using the details in Part 10.
- e) The right to restrict the processing of your personal data. Please contact [us] OR [me] using the details in Part 10.
- f) The right to object to the processing of your personal data for a particular purpose or purposes. Please contact [us] OR [me] using the details in Part 10.
- g) The right to withdraw your consent. If you have given us your consent to process your personal data, you are free to withdraw that consent at any time. Please contact [us] OR [me] using the details in Part 10.
- h) The right to data portability. If you have provided personal data to [us] OR [me] and we are using it with your consent or for the performance of a contract, you can ask us to transfer that data to another service or format. Please contact [us] OR [me] using the details in Part 10.
- i) Rights relating to automated decision making and profiling. [We] OR [I] do not use your personal data in this way.

For more information about your rights as outlined above, please see Part 10.

It is important that your personal data [we] OR [I] hold is accurate and up-to-date. If any of the details change, please keep [us] OR [me] informed as long as [we] OR [I] are processing your data.

Further information about your rights can be obtained from the Information Commissioner’s Office or your local council.

If you have any cause for concern about the way [we] OR [I] use your personal data, you have the right to lodge a complaint with the Information Commissioner’s Office. [We] OR [I] would welcome any feedback you have, however, so please contact [us] OR [me] first, using the details in Part 10.

about you that enables you to be identified. Personal data can include information such as your name and contact details, but it also covers information such as identification numbers, electronic location data, and

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[my] collection and use of your personal data. We will tell you everything you need to know, but you can also ask us questions using the details in Part 10.

[We] OR [I] hold about you. Part 9 will tell you how to do this and provide you with a copy of the data.

and if any of your personal data held by [us] OR [me] is inaccurate or incomplete. Please contact [us] OR [me] using the details in Part 10.

ask [us] OR [me] to delete or otherwise dispose of your data that [we] OR [I] hold. Please contact [us] OR [me] using the details in Part 10 to find out more.

processing of your personal data.

your personal data for a particular purpose or purposes. Please contact [us] OR [me] using the details in Part 10.

that, if [we are] OR [I am] relying on your consent to process your personal data, you are free to withdraw that consent at any time. Please contact [us] OR [me] using the details in Part 10.

at, if you have provided personal data to [us] OR [me] and we are using it with your consent or for the performance of a contract, you can ask us to transfer that data to another service or format. Please contact [us] OR [me] using the details in Part 10.

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your personal data or exercising your rights. Please contact [us] OR [me] using the details provided in Part 10.

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R [my] use of your personal data, you have the right to lodge a complaint with the Information Commissioner’s Office. [We] OR [I] would welcome any feedback you have, however, so please contact [us] OR [me] first, using the details in Part 10.

5. **What Personal Data Do You Collect From Me?**

Subject to the following, [we] **OR** [I] do not place cookies or use any other means of data collection on our Site.

[Our] **OR** [My] Site collects certain personal data from you automatically, including your IP address, the type of browser you use, and certain other non-personal data from your computer or device such as your operating system type or version.

If you send [us] **OR** [me] an email, you consent to give [us] **OR** [me] your name, email address, and any other information you provide for the purposes of the Data Protection Policy. [We] **OR** [I] am the data controller responsible for such personal data.

The lawful basis under the GDPR for the use of such information is article 6(1)(f) of the GDPR which allows [us] **OR** [me] to process personal data where it is necessary for our legitimate interests, in this case, the operation and functionality of [Our] **OR** [My] Site. [If you contact [us] **OR** [me] by email, you consent to [our] **OR** [my] use of your personal data as our] **OR** [my] lawful basis for the use of your personal data under the GDPR, which allows [us] **OR** [me] to use your personal data for a particular purpose or purposes.

6. **How Do You Use My Personal Data?**

Where [we] **OR** [I] collect personal data from you, it will be for no longer than is necessary for the purposes for which it was first collected. [We] **OR** [I] will comply with the requirements of the Data Protection Policy under the Data Protection Policy, Part 7, below.

As stated above, [we] **OR** [I] may collect personal data from you, but if you contact [us] **OR** [me] by email, [we] **OR** [I] may use your email, [we] **OR** [I] may use your personal data referred to above is not necessary for the operation of [Our] **OR** [My] Site [and will not normally be used for any other purpose].

Any and all emails containing personal data will be deleted no later than <<insert period>> after <<insert event>> has been resolved.">> and no other personal data will be retained for any longer than is necessary.

[We] **OR** [I] will not share your personal data with any third parties for any purpose other than storage on our web hosting server].

7. **How and Where Do You Store My Personal Data?**

[We] **OR** [I] will [only store your personal data] in the UK. This means that your personal data is protected under the Data Protection Legislation.]

AND/OR

[We] **OR** [I] will [only store your personal data] in the UK.

any personal data from you. [We] **OR** [I] do not place cookies or use any other means of data collection on our Site.

[Our] **OR** [My] Site collects certain personal data from you automatically, including your IP address, the type of browser you use, and certain other non-personal data from your computer or device such as your operating system type or version.

If you send [us] **OR** [me] an email, you consent to give [us] **OR** [me] your name, email address, and any other information you provide for the purposes of the Data Protection Policy. [We] **OR** [I] am the data controller responsible for such personal data.

The lawful basis under the GDPR for the use of such information is article 6(1)(f) of the GDPR which allows [us] **OR** [me] to process personal data where it is necessary for our legitimate interests, in this case, the operation and functionality of [Our] **OR** [My] Site. [If you contact [us] **OR** [me] by email, you consent to [our] **OR** [my] use of your personal data as our] **OR** [my] lawful basis for the use of your personal data under the GDPR, which allows [us] **OR** [me] to use your personal data for a particular purpose or purposes.

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[We] **OR** [I] will [only store your personal data] in the UK.

data] within the European member states, plus Norway. Your personal data will be fully protected by standards by law. Transfers of your personal data without additional safeguards

AND/OR

[[We] OR [I] [may] store your personal data in the UK. These are known as "adequate" jurisdictions to ensure that your personal data is protected within the UK and under the same level of protection as follows:

[We ensure that your personal data is protected by Binding corporate rules are required to follow when processing your personal data. For further information, please refer to the [Information Commissioner's Office](#)]

OR

[[We] OR [I] will only store your personal data in or to countries that are deemed to provide an adequate level of protection for personal data. For further information about adequacy of data protection regulations, please refer to the [Information Commissioner's Office](#)]

OR

[[We] OR [I] will use specific safeguards to ensure your personal data protection throughout the transfer of your personal data. For further information, please refer to the [Information Commissioner's Office](#)]

Please contact **[us] OR [me]** for more information about the particular data protection measures we are transferring your personal data to.

Personal data security is essential to protect your personal data. **OR [I] take the following measures:**

- limiting access to your personal data to only those employees, agents, contractors, and other third parties who have a valid business need to know and ensuring that they are subject to duties of confidentiality;
- procedures for dealing with any suspected or actual breach of security (the accidental or unlawful destruction, loss, or disclosure of, or access to, your personal data) including reporting any such breach to the Information Commissioner's Office where **[we are]** required to do so;
- <<describe specific measures>>

8. Do You Share My Personal Data?

[[We] OR [I] will not share your personal data with any third parties for any purposes, subject to the following:

[If [we] OR [I] sell, transfer, or otherwise dispose of our business or assets, your personal data may be transferred to the new owner of the business. Any new owner of [our] OR [my] business may continue to use your personal data in the same way that [we] OR [I] have used it, as specified in our privacy policy.]

In some limited circumstances, we may be legally required to share certain personal data, which might include responding to court proceedings or complying with a court order, or the instructions of a

EA"). The EEA consists of all EU member states, plus Norway, Iceland, and Liechtenstein. This means that your personal data will be fully protected by EU GDPR and/or to equivalent standards by law. Transfers of your personal data from the UK are permitted without additional safeguards

personal data in countries outside of the UK. These are known as "adequate" jurisdictions to ensure that your personal data is protected within the UK and under the same level of protection as follows:

[We ensure that your personal data is protected by Binding corporate rules are required to follow when processing your personal data. For further information, please refer to the [Information Commissioner's Office](#)]

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• procedures for dealing with any suspected or actual breach of security (the accidental or unlawful destruction, loss, or disclosure of, or access to, your personal data) including reporting any such breach to the Information Commissioner's Office where **[we are]** required to do so;

[[We] OR [I] will not share your personal data with any third parties for any purposes, subject to the following:

OR [my] business or assets, your personal data may be transferred to the new owner of the business. Any new owner of [our] OR [my] business may continue to use your personal data in the same way that [we] OR [I] have used it, as specified in our privacy policy.]

In some limited circumstances, we may be legally required to share certain personal data, which might include responding to court proceedings or complying with a court order, or the instructions of a

government authority.]

OR

[[[We] **OR** [I] may contract with third parties] **OR** [party] for hosting and data storage purposes:

- <<insert name and address of third party, including where the third party is located>>.
- <<add more third parties>>.

If any of your personal data is stored by a third party, as described above, [we] **OR** [I] will take steps to ensure that your data is handled safely, securely, and in accordance with your obligations, and the third party's obligations under the law, as explained above in Part 7.]

[If any personal data is transferred to a third party, as described above, [we] **OR** [I] will take suitable steps in order to ensure that your data is treated just as safely and securely as it would be within the UK, as explained above in Part 7.]

[If [we] **OR** [I] sell, transfer or otherwise disclose your personal data may be transferred to a third party. Any new owner of [our] **OR** [my] business may continue to use your data in the same way(s) that [we] **OR** [I] have used it, as specified in Part 7.]

In some limited circumstances, we may be legally required to share certain personal data, which might include your data, if we are] **OR** [I am] involved in legal proceedings or complying with a court order, or the instructions of a government authority.]

9. **How Can I Access My Personal Data?**

If you want to know what personal data we] **OR** [me] hold about you, you can ask [us] **OR** [me] for details of the personal data is held). This is known as a 'subject access request'.

All subject access requests should be sent to the email or postal addresses shown in Part 7. You can also use the Subject Access Request Form is attached, but it is the easiest way to ensure we receive your request as soon as possible.

There is not normally any charge for a subject access request. If your request is 'manifestly unfounded or excessive', a fee may be charged to cover administrative costs in responding.

[We] **OR** [I] will respond to your request within [<<insert period (less than one month)>> and, where appropriate, a copy of your response, including a copy of your personal data within that time. Normally, [we] **OR** [I] aim to respond to your request as soon as possible. However, particularly if your request is more complex, more time may be needed. We will keep you informed of progress. The maximum of three months from the date [we] **OR** [I] receive your request, unless you have been kept fully informed of [our] **OR** [my] progress.

10. **How Do I Contact You?**

To contact [us] **OR** [me] about your personal data and data protection, including to make a subject access request, please use the following details:

[us] **OR** [me] for hosting and data storage purposes:

[us] **OR** [me] for details of the personal data is held).

third party, as described above, [we] **OR** [I] will take suitable steps in order to ensure that your data is handled safely, securely, and in accordance with your obligations, and the third party's obligations under the law, as explained above in Part 7.]

UK, [we] **OR** [I] will take suitable steps in order to ensure that your data is treated just as safely and securely as it would be within the UK, as explained above in Part 7.]

OR [my] business or assets, your personal data may be transferred to a third party. Any new owner of [our] **OR** [my] business may continue to use your data in the same way(s) that [we] **OR** [I] have used it, as specified in Part 7.]

We may be legally required to share certain personal data, which might include your data, if we are] **OR** [I am] involved in legal proceedings or complying with a court order, or the instructions of a government authority.]

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with your personal data and data protection, including to make a subject access request, please use the following details:

details [(for the attention of

Email address: <<in

Telephone number: <<insert telephone number>>.

Postal Address: <<in

11. **Changes to this Privacy Policy**

[We] **OR** [I] may change this Policy from time to time. This may be necessary, for example, if our business in a way that affects

Any changes will be immediately deemed to have accepted this Policy **OR** [My] Site following the publication of this page regularly to keep up-to-date>>.

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[We] **OR** [My] Site and you will be deemed to have accepted this Policy on your first use of [Our] Site. We recommend that you check this page regularly to keep up-to-date>>.