

BACKGROUND:

<<insert business name>> understands that it is important to you and that you care about how your personal data is collected and used. <<insert business name>> respects and values the privacy of everyone who visits this website, and will only collect and use personal data in a way that is described here, and in a way that is consistent with [our] OR [my] obligations under the law.

Please read this Privacy Policy carefully so that you understand it. Your acceptance of this Privacy Policy is requested <<insert business name>>.

1. Definitions and Interpretation

In this Policy the following terms have the following meanings:

“Account”

“Cookie”

[“Cookie Law”

2. Information About [Us] OR [Me]

[Our] OR [My] Site is [owned/operated by] <<insert business name>>, a <<insert business type, e.g. limited company, sole trader etc.>> [registered in England under company number <<insert company number>>].

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

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

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

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

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

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

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

[Representative: <<insert name>>].

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

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

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

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

is important to you and that you respect and value the privacy of everyone who visits this website, <> (“[Our] OR [My] Site”) and will only collect and use personal data as described here, and in a way that is consistent with the law.

you understand it. Your acceptance of this Privacy Policy is requested <>.

following meanings:

required to access and/or use certain features of [Our] OR [My] Site;

file placed on your computer or mobile device when you visit certain parts of [My] Site and/or when you use [Our] OR [My] Site. Details of the cookies used on [Our] OR [My] Site are set out in Part 3 of this Policy.

parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003;]

<<insert business name>>, a <<insert business type, e.g. limited company, sole trader etc.>> [registered in England under company number <<insert company number>>].

ress>>].

ber>>].

ber>>].

of regulator(s)>>].

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

3. What Does This Policy Cover?

This Privacy Policy applies to the website. The website may contain links to other websites. We advise you how your data is collected, stored and used. We advise you to check the privacy policy of these websites before providing any data to them.

4. What Is Personal Data?

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

Personal data is, in simple terms, information 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

5. What Are My Rights?

Under the Data Protection Act 2018, you have the following rights, which [we] OR [I] will always work to uphold:

- a) The right to be informed about the collection and use of your personal data. This means we will tell you everything you need to know, but you can ask us more questions using the details in Part 13.
- b) The right to access your personal data. We will tell you how to do this.
- c) The right to have your personal data deleted or destroyed by [us] OR [me] if you ask us to do this using the details in Part 13.
- d) The right to be forgotten. We will delete or otherwise dispose of your personal data if you ask [us] OR [me] to do this using the details in Part 13.
- e) The right to restrict the processing of your personal data.
- f) The right to object to the processing of your personal data for a particular purpose or purposes.
- g) The right to withdraw your consent. If you are relying on your consent as the legal basis for processing your personal data, you are free to withdraw that consent at any time.
- 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 copy that personal data to re-use with another service or for your own use in a similar format to the one in which you provided it.

[we] OR [My] Site. [Our] OR [My] Site may contain links to other websites. We advise you that [we] OR [I] have no control over these websites and [we] OR [I] advise you to check the privacy policy of these websites before providing any data to them.

Under the Data Protection Act 2018, you have the following rights, which [we] OR [I] will always work to uphold:

Personal data is, in simple terms, information 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

Under the Data Protection Act 2018, you have the following rights, which [we] OR [I] will always work to uphold:

a) The right to be informed about the collection and use of your personal data. This means we will tell you everything you need to know, but you can ask us more questions using the details in Part 13.

b) The right to access your personal data. We will tell you how to do this.

c) The right to have your personal data deleted or destroyed by [us] OR [me] if you ask us to do this using the details in Part 13.

d) The right to be forgotten. We will delete or otherwise dispose of your personal data if you ask [us] OR [me] to do this using the details in Part 13.

e) The right to restrict the processing of your personal data.

f) The right to object to the processing of your personal data for a particular purpose or purposes.

g) The right to withdraw your consent. If you are relying on your consent as the legal basis for processing your personal data, you are free to withdraw that consent at any time.

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 copy that personal data to re-use with another service or for your own use in a similar format to the one in which you provided it.

- i) Rights relating to a not use your person

For more information about your rights as outlined above in Part 15.

It is important that your personal data [we] OR [me] informed as long as [we] OR [me]

Further information about the Commissioner's Office or your

If you have any cause for concern you have the right to lodge

[We] OR [I] would welcome [myself], however, so please

6. What Data Do You Collect

Depending upon your use some or all of the personal the methods also set out in about [our] OR [my] use Cookie Policy <<insert link 'sensitive' personal data] AND relating to criminal conviction

Data Collected
[Identity Information including << collected, e.g. name, title, date gender>>.]
[Contact information including << collected, e.g. address, email telephone number>>.]
[Business information including << collected, e.g. business name profession>>.]
[Payment information including << collected, e.g. card details, bank numbers>>.]
[Profile information including << collected, e.g. preferences, internet details, purchase history>>.]
[Technical information including << collected, e.g. IP address, browser version, operating system>>.]
[Data from third parties including data collected, e.g. technical

ing and profiling. [[We] OR [I] do

your personal data or exercising OR [me] using the details provided

urate and up-to-date. If any of the ges, please keep [us] OR [me]

we obtained from the Information Bureau.

R [my] use of your personal data, Information Commissioner's Office.

olve your concerns [ourselves] OR first, using the details in Part 15.

[we] OR [I] may collect and hold a set out in the table below, using see Part 14 for more information technologies [and [our] OR [my] t collect any ['special category' or relating to children] AND/OR [data

OR [I] Collect the Data
method of collection and/or
method of collection and/or
method of collection and/or
method of collection and/or
method of collection and/or
method of collection and/or

contact information, profile information

[<<add further information as require]

7. How Do You Use My Personal Information?

Under the Data Protection Law, we are required to inform you of our intentions for using personal data. The following information describes how we will use your personal data, and how you can control the use of your personal data, and how you can contact us if you have any questions or concerns.

must always have a lawful basis
how [we] **OR** [I] [will] **OR** [may]
reasons for doing so:

What [We] OR [I] Do	What [Our] OR [My] Lawful Basis
[Registering you on [Our] OR [My] Site.]	<<insert lawful basis (if "legitimate interests", state what the legitimate interest(s) is or are>>.
[Providing and managing your Account.]	<<insert lawful basis (if "legitimate interests", state what the legitimate interest(s) is or are>>.
[Providing and managing your access to [Our] OR [My] Site.]	<<insert lawful basis (if "legitimate interests", state what the legitimate interest(s) is or are>>.
[Personalising and tailoring your experience on [Our] OR [My] Site.]	<<insert lawful basis (if "legitimate interests", state what the legitimate interest(s) is or are>>.
[Administering [Our] OR [My] Site.]	<<insert lawful basis (if "legitimate interests", state what the legitimate interest(s) is or are>>.
[Administering [our] OR [my] business.]	<<insert lawful basis (if "legitimate interests", state what the legitimate interest(s) is or are>>.
[Supplying [our] OR [my] [products] AND/OR [services] to you.]	<<insert lawful basis (if "legitimate interests", state what the legitimate interest(s) is or are>>.
[Managing payments for [our] OR [my] [products] AND/OR [services].]	<<insert lawful basis (if "legitimate interests", state what the legitimate interest(s) is or are>>.
[Personalising and tailoring [our] OR [my] [products] AND/OR [services] for you.]	<<insert lawful basis (if "legitimate interests", state what the legitimate interest(s) is or are>>.

In some circumstances we may be required by law, [we] OR [I] may process your personal data without your consent. This will only be done within the bounds of applicable legislation and your legal rights.

8. How Long Will You Keep My Data?

[We] OR [I] will not keep your data for longer than is necessary in light of the reason(s) for which we collected it. If your personal data will therefore be kept for a fixed period, the following factors will be used to determine how long we will keep it for:

Type of Data	[We] OR [I] Keep It
[Identity Information including <<add further information as required>> collected, e.g. name, title, date of birth, gender>>.]	Details of retention period, or how long it will be determined if no fixed period is specified
[Contact information including <<add further information as required>> collected, e.g. address, email address, telephone number>>.]	Details of retention period, or how long it will be determined if no fixed period is specified
[Business information including <<add further information as required>> collected, e.g. business name, business address, profession>>.]	Details of retention period, or how long it will be determined if no fixed period is specified
[Payment information including <<add further information as required>> collected, e.g. card details, bank account numbers>>.]	Details of retention period, or how long it will be determined if no fixed period is specified
[Profile information including <<add further information as required>> collected, e.g. preferences and interests, username and password, browsing history>>.]	Details of retention period, or how long it will be determined if no fixed period is specified
[Technical information including <<add further information as required>> collected, e.g. IP address, browser type, version, operating system>>.]	Details of retention period, or how long it will be determined if no fixed period is specified
[<<add further information as required>>]	

9. How and Where Do You Store My Data?

[[We] OR [I] will [only store your data] in the UK. This means that your data will be protected under the Data Protection Act 1998 and the Data Protection (Processing of Personal Data) Regulations 2000.]

AND/OR

[[We] OR [I] will [only store your data] within the European Economic Area (EEA) (which includes all EU member states, plus Norway, Iceland and Liechtenstein). The EEA consists of all EU member states, plus Norway, Iceland and Liechtenstein. This means that your personal data will be fully protected by the standards by law. Transfers of personal data to countries outside the EEA from the UK are permitted where there are adequate safeguards in place.]

AND/OR

S

[[We] OR [I] [may] store s
UK. These are known as
ensure that your personal
within the UK and under th

al data in countries outside of the
take additional steps in order to
safely and securely as it would be
tion as follows:

[We ensure that your pe
Binding corporate rules are
required to follow when p
refer to the [Information Cor](#)

d under binding corporate rules.
which all our group companies are
a. For further information, please

OR

[[We] OR [I] will only sto
deemed to provide an ad
information about adequac
[Information Commissioner'](#)

data in or to countries that are
on for personal data. For further
cy regulations, please refer to the

OR

[[We] OR [I] will use spe
personal data protection th
information, please refer to

which ensure the same levels of
Protection Legislation. For further
[sioner's Office.](#)]

Please contact [us] OR [m
about the particular data
transferring your personal d

w in Part 15 for further information
] used by [us] OR [me] when

The security of your perso
data, [we] OR [I] take a nu

[us] OR [me], and to protect your
res, including the following:

- limiting access to yo
and other third part
are subject to duties
- procedures for de
destruction, loss, a
personal data) inclu
Office where [we ar
- <<describe specific

we employees, agents, contractors,
ed to know and ensuring that they

nes (the accidental or unlawful
disclosure of, or access to, your
or the Information Commissioner's
ired to do so;

10. Do You Share My Person

[[We] OR [I] will not share
purposes, subject to the fol

data with any third parties for any

[If [we] OR [I] sell, transfer
personal data may be tran
business may continue to u
have used it, as specified i

OR [my] business or assets, your
Any new owner of [our] OR [my]
the same way(s) that [we] OR [I]

In some limited circumstar
personal data, which migh
proceedings or complying
government authority.]

be legally required to share certain
are] OR [I am] involved in legal
court order, or the instructions of a

OR

[[[We] OR [I] may share y
group for <<insert descript
[[our] OR [my] holding com

other companies in [our] OR [my]
s includes [subsidiaries] AND/OR
s.]]

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party, as described above, [we] OR is handled safely, securely, and in obligations, and the third party's rt 9.]

UK, [we] **OR** [I] will take suitable
treated just as safely and securely
protection Legislation, as explained

OR [my] business or assets, your
Any new owner of [our] **OR** [my]
the same way(s) that [we] **OR** [I]

am I legally required to share certain information with you? [are] OR [I am] involved in legal proceedings, a court order, or the instructions of a

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12. **Can I Withhold Information?**

You may access [certain a data at all. [However, to u Site you may be required to

You may restrict [our] OR [and [our] OR [my] Cookie

Site without providing any personal tions available on [Our] OR [My] collection of certain data.]

for more information, see Part 14

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

If you want to know what p OR [me] for details of the personal data is held). This

All subject access requests addresses shown in Part Access Request Form is a but it is the easiest way to respond to your request as

There is not normally any 'manifestly unfounded or e fee may be charged to cov

[We] OR [I] will respond to than one month)>> and, Normally, [we] OR [I] aim personal data within that ti more complex, more time r date [we] OR [I] receive yo progress.

have about you, you can ask [us] or a copy of it (where any such access request".

ng and sent to the email or postal sy as possible for you, a Subject You do not have to use this form, thing [we] OR [I] need to know to

ccess request. If your request is if you make repetitive requests) a trative costs in responding.

request within [<insert period (less than] one month of receiving it. response, including a copy of your ever, particularly if your request is maximum of three months from the ept fully informed of [our] OR [my]

14. **How Do You Use Cookies?**

[[Our] OR [My] Site may computer or device. First-p are used only by [us] OR [experience of [Our] OR [products] AND/OR [servic have taken steps to ensu respected at all times.

All Cookies used by and o Cookie Law.

Before Cookies are placed description of prompt, e.g. By giving your consent to provide the best possible e consent to the placing of may not function fully or as first-party Cookies and bloc

[Certain features of [Our] deems these Cookies to table below. Your consent

certain first-party Cookies on your placed directly by [us] OR [me] and kies to facilitate and improve your ide and improve [our] OR [my] arefully chosen these Cookies and d personal data is protected and

e used in accordance with current

vice, you will be shown a <<insert our consent to set those Cookies. you are enabling [us] OR [me] to o you. You may, if you wish, deny n features of [Our] OR [My] Site given the opportunity to allow only

o Cookies to function. Cookie Law These Cookies are shown in the place these Cookies, but it is still

important that you are aware of how we use your internet browser's settings. If you do not consent, [Our] OR [My] Site may not work properly. We will ensure that your privacy is protected.

The following first-party Cookies are used on your computer or device:

Name of Cookie	Purpose
<<insert file name>>	<<insert description>>
<<insert file name>>	<<insert description>>
<<insert file name>>	<<insert description>>
<<insert file name>>	<<insert description>>
<<insert file name>>	<<insert description>>

[Our] OR [My] Site uses analytics service provider(s) to analyse anonymous usage of [Our] OR [My] Site and the [product/service] offered through it.

The analytics service(s) use(s) Cookies to gather the required information. You may opt out of these Cookies, however whilst [our] OR [my] Site may not be able to provide your safe use of [Our] OR [My] Site, we will continue to improve [Our] OR [My] Site.

The analytics service(s) use(s) the following Cookies:

Name of Cookie	First / Third Party
<<insert file name>>	<<first / third>>
<<insert file name>>	<<first / third>>
<<insert file name>>	<<first / third>>
<<insert file name>>	<<first / third>>
<<insert file name>>	<<first / third>>

In addition to the controls provided in this Privacy Policy, you can choose to enable or disable Cookies in your internet browser's settings. Most internet browsers also enable you to

block these Cookies by changing your internet browser's settings. However, please be aware that [Our] OR [My] Site may not work properly. We will ensure that your privacy is protected.

The following first-party Cookies are used on your computer or device:

	Strictly Necessary
	<<yes / no>>
	<<yes / no>>
	<<yes / no>>
	<<yes / no>>
	<<yes / no>>

[Our] OR [My] Site uses analytics service provider(s) to analyse anonymous usage of [Our] OR [My] Site and the [product/service] offered through it.

The analytics service(s) use(s) Cookies to gather the required information. You may opt out of these Cookies, however whilst [our] OR [my] Site may not be able to provide your safe use of [Our] OR [My] Site, we will continue to improve [Our] OR [My] Site.

The analytics service(s) use(s) the following Cookies:

Purpose
<<insert description>>
<<insert description>>
<<insert description>>
<<insert description>>
<<insert description>>

In addition to the controls provided in this Privacy Policy, you can choose to enable or disable Cookies in your internet browser's settings. Most internet browsers also enable you to

choose whether you wish to use first-party Cookies. By default, most internet browsers accept first-party Cookies. For further details, please consult the documentation of your internet browser or the documentation that came with your device.

You can choose to delete Cookies at any time, however you may lose any information stored in Cookies, such as preferences, efficiently including, but not limited to, personalisation settings.

It is recommended that you update your internet browser and manually adjust your privacy settings regularly to ensure you are using the latest version of your internet browser and manually adjusting your privacy settings.

OR

[[Our] OR [My] Site may use first-party Cookies on your computer or device. First-party Cookies are used only by [us] OR [me] and are not shared with third parties. The Cookies are used to enhance your experience of [Our] OR [My] Site and improve [our] OR [my] products] AND/OR [services] provided by <<insert name of provider(s)>>. Website analytics services are used to collect and analyse usage statistics, enabling [us] OR [me] to improve [Our] OR [My] Site. For more details, please see our Cookie Policy <<Insert Link>>.]

15. How Do I Contact You?

To contact [us] OR [me] regarding your personal data and data protection, including to make a request, please use the following details [(for the attention of <<insert name of person to contact>>)]:

Email address: <<insert email address>>.

Telephone number: <<insert telephone number>>.

Postal Address: <<insert postal address>>.

16. Changes to this Privacy Policy

[We] OR [I] may change this Privacy Policy from time to time. This may be necessary, for example, if our business in a way that affects your personal data and data protection.

Any changes will be immediately deemed to have accepted [Our] OR [My] Site following the publication of the updated Privacy Policy on our website. We recommend that you check this page regularly to keep up-to-date>>.

or only third-party Cookies. By default, most internet browsers accept first-party Cookies. For further details, please consult the documentation of your internet browser or the documentation that came with your device.

You can choose to delete Cookies at any time, however you may lose any information stored in Cookies, such as preferences, efficiently including, but not limited to, personalisation settings.

It is recommended that you update your internet browser and manually adjust your privacy settings regularly to ensure you are using the latest version of your internet browser and manually adjusting your privacy settings.

tain first-party Cookies on your computer or device. First-party Cookies are used only by [us] OR [me] and are not shared with third parties. The Cookies are used to enhance your experience of [Our] OR [My] Site and improve [our] OR [my] products] AND/OR [services] provided by <<insert name of provider(s)>>. Website analytics services are used to collect and analyse usage statistics, enabling [us] OR [me] to improve [Our] OR [My] Site. For more details, please see our Cookie Policy <<Insert Link>>.]

with your personal data and data protection, including to make a request, please use the following details [(for the attention of <<insert name of person to contact>>)]:

Email address: <<insert email address>>.

from time to time. This may be necessary, for example, if our business in a way that affects your personal data and data protection.

[We] OR [I] may change this Privacy Policy from time to time. This may be necessary, for example, if our business in a way that affects your personal data and data protection. Any changes will be immediately deemed to have accepted [Our] OR [My] Site following the publication of the updated Privacy Policy on our website. We recommend that you check this page regularly to keep up-to-date>>.