

BACKGROUND:

<<insert business name>>
you care about how your
privacy of all of [our] OR [insert
only collect and use personal data
is consistent with [our] OR [insert]

privacy is important to you and that
[We] OR [I] respect and value the
type, e.g. customers>> and will
described here, and in a way that
rights under the law.

1. Information About [Us] OR [insert]

<<insert business name>>

<<insert business type,
[registered in England under
[Registered address: <<insert

partnership, sole trader etc.>>
[insert company number>>].

[Registered address: <<insert

[Main trading address:] OR [insert

ress>>.

[VAT number: <<insert VAT

[Data Protection Officer: <<insert

Email address: <<insert

Telephone number: <<insert

ber>>.

Postal address: <<insert

[Representative: <<insert name

Email address: <<insert

Telephone number: <<insert

ber>>.

Postal address: <<insert

[[We are] OR [I am] regulated

of regulator(s)>>.]

[[We are] OR [I am] a member

of association(s) etc.>>]

[<<insert further information

2. What Does This Notice Cover

This Privacy Information explains
collected, how it is held, and
law relating to your personal

use your personal data: how it is
also explains your rights under the

3. What Is Personal Data?

Personal data is defined
(collectively, “the Data Protection
identifiable person who can be
to an identifier’.

and the Data Protection Act 2018
s ‘any information relating to an
identified in particular by reference

Personal data is, in simple
identified. Personal data covers
details, but it also covers
electronic location data, and

about you that enables you to be
n such as your name and contact
n such as identification numbers,

The personal data that [we]

Part 5, below.

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:

the following rights, which [we] OR

a) The right to be informed about the collection and use of your personal data. This means that we must tell you everything you need to know, but you can ask us for more information by asking questions using the details in Part 11.

[my] collection and use of your personal data. We will tell you everything you need to know, but you can ask us for more information by asking questions using the details in Part 11.

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

OR [I] hold about you. Part 10 will

c) The right to have your personal data corrected if it is inaccurate or deleted if it is no longer needed. Please contact [us] OR [me] using the details in Part 11.

and if any of your personal data held by [us] OR [me] is inaccurate or deleted if it is no longer needed. Please contact [us] OR [me] using the details in Part 11.

d) The right to be forgotten. We will delete or otherwise dispose of your personal data if you ask us to do so. Please contact [us] OR [me] using the details in Part 11 to find out more.

ask [us] OR [me] to delete or otherwise dispose of your personal data that [we] OR [I] hold. Please contact [us] OR [me] using the details in Part 11 to find out more.

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

ing of your personal data.

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

your personal data for a particular purpose or purposes.

g) The right to withdraw your consent at any time. If you have given us your consent to us to process your personal data, you are free to withdraw that consent at any time.

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.

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 provide a copy of that personal data to re-use with another service or for your own use.

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 provide a copy of that personal data to re-use with another service or for your own use.

i) Rights relating to automated decision-making and profiling. [we] OR [I] do not use your personal data for automated decision-making or profiling. Part 6 explains more about how [we] OR [I] use your personal data for automated decision-making and profiling.

g and profiling. [[we] OR [I] do not use your personal data for automated decision-making or profiling. Part 6 explains more about how [we] OR [I] use your personal data for automated decision-making and profiling.

For more information about your rights as outlined above, please contact [us] OR [me] using the details provided in Part 11.

your personal data or exercising your rights, please contact [us] OR [me] using the details provided in Part 11.

It is important that your personal data is accurate and up-to-date. If any of the information we hold about you is inaccurate or out-of-date, please keep [us] OR [me] informed as long as [we] OR [I] are using your personal data.

urate and up-to-date. If any of the information we hold about you is inaccurate or out-of-date, please keep [us] OR [me] informed as long as [we] OR [I] are using your personal data.

Further information about your rights can be obtained from the Information Commissioner's Office or your local Data Protection Officer.

be obtained from the Information Commissioner's Office or your local Data Protection Officer.

If you have any cause for concern about the way we use your personal data, you have the right to lodge a complaint with the Information Commissioner's Office. [We] OR [I] would welcome your concerns [ourselves] OR [myself], however, so please contact [us] OR [me] using the details in Part 11.

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 your concerns [ourselves] OR [myself], however, so please contact [us] OR [me] using the details in Part 11.

5. What Personal Data Do You Collect?

[We] OR [I] may collect and/or process personal data as set out in the table below, unless we do not collect any ['special category' personal data relating to children] or data relating to criminal convictions and/or offences].]

Data Collected
[Identity Information including <<insert details of what is collected, e.g. name, title, date of birth, gender>>.]
[Contact information including <<insert details of what is collected, e.g. address, email address, telephone number>>.]
[Business information including <<insert details of what is collected, e.g. business name, profession>>.]
[Payment information including <<insert details of what is collected, e.g. card details, bank account numbers>>.]
[Profile information including <<insert details of what is collected, e.g. preferences, purchase history>>.]
[Data from third parties including <<insert details of what data is collected, e.g. contact details, profile information>>.]
[<<add further information as required>>.]

6. How Do You Use My Personal Data?

Under the Data Protection Act 2018, we must have a lawful basis for using personal data. This means we must be able to show how we use your personal data, and why we need it.

What [We] OR [I] Do	Why We/We Collect It
[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] to you.]	<<insert lawful basis (if "legitimate interests", state what the legitimate interest(s) is or are>>.

personal [and non-personal] data as set out in the table. [[We] OR [I] do not collect any ['special category' personal data] AND/OR [personal data relating to criminal convictions and/or offences].]

[We] OR [I] Collect the Data
<<insert details of what is collected, e.g. name, title, date of birth, gender>>.
<<insert details of what is collected, e.g. address, email address, telephone number>>.
<<insert details of what is collected, e.g. business name, profession>>.
<<insert details of what is collected, e.g. card details, bank account numbers>>.
<<insert details of what is collected, e.g. preferences, purchase history>>.
<<insert details of what data is collected, e.g. contact details, profile information>>.
[<<add further information as required>>.]

We must always have a lawful basis for using personal data. This means we must be able to show how [we] OR [I] [will] OR [may] use your personal data, and why we need it.

[Our] OR [My] Lawful Basis
<<insert lawful basis (if "legitimate interests", state what the legitimate interest(s) is or are>>.
<<insert lawful basis (if "legitimate interests", state what the legitimate interest(s) is or are>>.
<<insert lawful basis (if "legitimate interests", state what the legitimate interest(s) is or are>>.

compatible with that or those purposes for that purpose. If [we] OR [us] OR [me] to explain how we will contact [us] OR [me] using

If [we] OR [I] need to use your personal data for a purpose that is incompatible with, the purpose for which we originally collected it, we will inform you and explain the reasons.

In some circumstances, where we are required by law, we may process your personal data without your consent, within the bounds of the Data Protection Act 1998.

7. How Long Will You Keep My Personal Data?

[We] OR [I] will not keep your personal data for longer than is necessary in light of the reason(s) for which we collected it. If we keep it 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 purchase history>>.]	Details of retention period, or how long it will be determined if no fixed period is specified.
[<<add further information as required>>]	

8. 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 will be fully protected under the Data Protection Legislation.]

AND/OR

[[We] OR [I] will [only store your personal data] within the European Economic Area (EEA) member states, plus Norway, Iceland and Switzerland. This means that your personal data will be fully protected by law. Transfers of your personal data to countries outside the EEA from the UK are permitted

and need to use your personal data for a purpose that is unrelated to, or significantly different from, the purpose for which we originally collected, [we] OR [I] will inform you and explain the reasons. [us] OR [me] to do so.

If [we] OR [I] need to use your personal data for a purpose that is unrelated to, or significantly different from, the purpose for which we originally collected, [we] OR [I] will inform you and explain the reasons. [us] OR [me] to do so.

In some circumstances, where we are required by law, [we] OR [I] may process your personal data without your consent. This will only be done within the bounds of the Data Protection Act 1998.

any longer than is necessary in light of the reason(s) for which we collected your personal data will therefore be determined. If we keep it for a fixed period, the following factors will be used to determine how long we will keep it for:

[We] OR [I] Keep It
Details of retention period, or how long it will be determined if no fixed period is specified.
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Details of retention period, or how long it will be determined if no fixed period is specified.
Details of retention period, or how long it will be determined if no fixed period is specified.
Details of retention period, or how long it will be determined if no fixed period is specified.

Personal Data?

OR [store some of your personal data] in the UK. This means that your personal data will be fully protected under the Data Protection Legislation.

OR [store some of your personal data] within the European Economic Area (EEA). The EEA consists of all EU member states, plus Norway, Iceland and Switzerland. 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 to countries outside the EEA from the UK are permitted

without additional safeguards

AND/OR

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

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

OR

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

OR

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

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

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

- 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

9. **Do You Share My Person**

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

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

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

OR

[[[We] OR [I] may share y

S

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M

P

L

E

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

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

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

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

w in Part 11 for further information
] used by [us] OR [me] when

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

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;

data with any third parties for any

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

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

other companies in [our] OR [my]

S

following third parties to supply

A

M

party, as described above, [we] OR is handled safely, securely, and in obligations, and the third party's rt 8.]

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]

P

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

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

ing 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
f you make repetitive requests) a
trative costs in responding.

E

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.

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

To contact [us] **OR** [me]
protection, including to m
details [(for the attention of

Email address: <<in

Telephone number: <<in

Postal Address: <<in

12. **Changes to this Privacy N**

[We] **OR** [I] may change
necessary, for example, if
business in a way that affe

Any changes will be made
was last updated on <<inse

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]

with your personal data and data
request, please use the following

per>>.

from time to time. This may be
[we] **OR** [I] change [our] **OR** [my]
on.

where/how>>. This Privacy Notice