BACKGROUND:

<<insert business name>> under[   ] is important to you and that you care about how your personal da[   ] respect and value the privacy of everyone who visits this website, [   ]>> ("**[**Our**]** OR **[**My**]** Site") and will only collect and use personal da[   ]cribed here, and in a way that is consistent with **[**our**]** OR **[**my**]** oblig[   ]nder the law.

Please read this Privacy Policy ca[   ]ou understand it. Your acceptance of this Privacy Policy is requested [   ]n acceptance is requested>>.

1. **Information About [Us] O[**

    [Our**]** OR **[**My**]** Site is **[**own[   ]nsert business name>>, a <<insert business type, e.g. limited[   ] sole trader etc.>> **[**registered in England under company nu[   ] number>>**]**.

    [Registered address: <<ins[

    [Main trading address:**]** OR[   ]ress>>.

    [VAT number: <<insert VAT[

    [Data Protection Officer: <<[

       Email address: <<in[

       Telephone number:[   ]ber>>.

       Postal address: <<i[

    [Representative: <<insert n[

       Email address: <<in[

       Telephone number:[   ]ber>>.

       Postal address: <<i[

    [[We are**]** OR **[**I am**]** regula[   ]of regulator(s)>>.**]**

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

    [<<insert further informatio[

2. **What Does This Policy C[**

    This Privacy Policy applies [   ]**]** OR **[**My**]** Site. **[**Our**]** OR **[**My**]** Site may contain links to other [   ]t **[**we**]** OR **[**I**]** have no control over how your data is collected,[   ]r websites and **[**we**]** OR **[**I**]** advise you to check the privacy p[   ]sites before providing any data to them.

3. **What Is Personal Data?**

    Personal data is defined [   ]d the Data Protection Act 2018 (collectively, "the Data Pr[   ]s 'any information relating to an identifiable person who car[   ]dentified in particular by reference to an identifier'.

Personal data is, in simple [...] about you that enables you to be identified. Personal data c[...] such as your name and contact details, but it also covers [...] such as identification numbers, electronic location data, an[...]

4. **What Are My Rights?**

Under the Data Protection [...] following rights, which **[we] OR [I]** will always work to upho[...]

a) The right to be in[...] **[my]** collection and use of your personal data. This [...] tell you everything you need to know, but you can a[...] **me]** to find out more or to ask any questions using the [...]

b) The right to access [...] **OR [I]** hold about you. Part 11 will tell you how to do th[...]

c) The right to have yo[...] if any of your personal data held by **[us] OR [**me**]** is [...]te. Please contact **[us] OR [**me**]** using the details in [...]

d) The right to be fo[...] ask **[us] OR [**me**]** to delete or otherwise dispose o[...] data that **[we] OR [I]** hold. Please contact **[us] OR [**me[...] 12 to find out more.

e) The right to restrict [...]ing of your personal data.

f) The right to object [...] our personal data for a particular purpose or purpose[...]

g) The right to withdra[...] that, if **[we are] OR [**I am**]** relying on your consent as [...] your personal data, you are free to withdraw that co[...]

h) The right to data p[...]at, if you have provided personal data to **[us] OR [**me[...] I am**]** using it with your consent or for the performance [...] ata is processed using automated means, you can as[...] oy of that personal data to re-use with another service[...]ses.

i) Rights relating to a[...]ng and profiling. **[[**We**] OR [I]** do not use your person[...]

For more information abou[...] your personal data or exercising your rights as outlined abo[...] **OR [**me**]** using the details provided in Part 12.

It is important that your pe[...]urate and up-to-date. If any of the personal data **[we] OR [**[...]ges, please keep **[us] OR [**me**]** informed as long as **[we] O**[...]

Further information about [...]e obtained from the Information Commissioner's Office or y[...] Bureau.

If you have any cause for [...] **R [**my**]** use of your personal data, you have the right to lodg[...]formation Commissioner's Office. **[**We**] OR [I]** would welcom[...]lve your concerns **[ourselves] OR [**myself**]**, however, so pleas[...]irst, using the details in Part 12.

5. **What Data Do You Collec**

Depending upon your use **[we] OR [I]** may collect and hold some or all of the persona a set out in the table below, using the methods also set out **R [I]** do not collect any **[**'special category' or 'sensitive' pe personal data relating to children**] AND/OR [**data relating to c r offences**].]**

Data Collected	**OR [I] Collect the Data**
[Identity Information including << collected, e.g. name, title, dat gender>>.**]**	method of collection and/or
[Contact information including << collected, e.g. address, emai telephone number>>.**]**	method of collection and/or
[Business information including << collected, e.g. business name profession>>.**]**	method of collection and/or
[Payment information including << collected, e.g. card details, bar numbers>>.**]**	method of collection and/or
[Profile information including << collected, e.g. preferences, inte details, purchase history>>.**]**	method of collection and/or
[Technical information including < collected, e.g. IP address, brows version, operating system>>.**]**	method of collection and/or
[Data from third parties includin data collected, e.g. technical contact information, profile informa	method of collection and/or
[<<add further information as requ	

6. **How Do You Use My Pers**

Under the Data Protection must always have a lawful basis for using personal data. Th s how **[we] OR [I] [**will**] OR [**may**]** use your personal data, an ases for doing so:

What [We] OR [I] Do	Wh e	[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>>.
[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>>.
[Communicating with you.**]**		<<insert lawful basis (if "legitimate interests", state what the legitimate interest(s) is or are>>.
[Supplying you with information by **[**email**] AND/OR [**post**]** that you have opted-in-to (you may opt-out at any time by <<insert opt-out method>>.**]**		<<insert lawful basis (if "legitimate interests", state what the legitimate interest(s) is or are>>.
[<<add further uses as required>>.**]**		

[With your permission an law, **[**we**] OR [**I**]** may also use your personal data for market y include contacting you by **[**email**] AND/OR [**telephone**] AN D/OR [**post**]** with information, news, and offers on **[**our**] OR [[**services**]**. You will not be sent any unlawful marketing or sp ays work to fully protect your rights and comply with **[**our**] OR the Data Protection Legislation and the Privacy and Electroni Directive) Regulations 2003, and you will always have the op Ve**] OR [**I**]** will always obtain your express opt-in consent ersonal data with third parties for marketing purposes and y t at any time.**]**

[[We**] OR [**I**]** use the foll n[s] for carrying out certain kinds of **[**decision-making**] AND/C nt you wish to query any action that **[**we**] OR [**I**]** take on the b quest 'human intervention' (i.e. have someone review the act han relying only on the automated method), the Data Protec u the right to do so. Please contact **[**us**] OR [**me**]** to find out n Part 12.

- **[**The following aut method(s) may be used:
  - <<insert si mated decision-making including the

legal basis ... ata used, the reason(s) for using that data, an... d effects>>.

- o <<add furthe... .]
- **[**The following autor... place:
  - o <<insert sim... ling including the legal basis on which you r... reason(s) for using that data, and the intended...
  - o <<add furthe... .]]

[We**] OR [**I**]** will only use ... the purpose(s) for which it was originally collected unless ... believe that another purpose is compatible with that or tho... need to use your personal data for that purpose. If **[**we**] O**... al data in this way and you wish **[**us**] OR [**me**]** to explain ho... ompatible with the original, please contact **[**us**] OR [**me**]** using ...

If **[**we**] OR [**I**]** need to use ... a purpose that is unrelated to, or incompatible with, the purp... riginally collected, **[**we**] OR [**I**]** will inform you and explain the ... **[**us**] OR [**me**]** to do so.

In some circumstances, wh... d by law, **[**we**] OR [**I**]** may process your personal data without ... sent. This will only be done within the bounds of the Data Pro... our legal rights.

7. **How Long Will You Keep ...**

[We**] OR [**I**]** will not keep y... y longer than is necessary in light of the reason(s) for which ... ur personal data will therefore be kept for the following perio... fixed period, the following factors will be used to determine h...

Type of Data	... [We] OR [I] Keep It
[Identity Information including <<... collected, e.g. name, title, dat... gender>>.**]**	...etails of retention period, or how ...ill be determined if no fixed
[Contact information including <<... collected, e.g. address, emai... telephone number>>.**]**	...etails of retention period, or how ...ill be determined if no fixed
[Business information including <... collected, e.g. business name... profession>>.**]**	...etails of retention period, or how ...ill be determined if no fixed
[Payment information including <... collected, e.g. card details, ba... numbers>>.**]**	...etails of retention period, or how ...ill be determined if no fixed
[Profile information including <<... collected, e.g. preferences and ... username and password, ... history>>.**]**	...etails of retention period, or how ...ill be determined if no fixed
[Technical information including <...	...etails of retention period, or how

collected, e.g. IP address, browser ... be determined if no fixed version, operating system>>.**]**

[<<add further information as require...

8. **How and Where Do You Sto... ...nal Data?**

[[We**] OR [**I**]** will **[**only store ... **OR [**store some of your personal data**]** in the UK. This means ... ...cted under the Data Protection Legislation.**]**

AND/OR

[[We**] OR [**I**]** will **[**only store ... **OR [**store some of your personal data**]** within the European E... ..."). The EEA consists of all EU member states, plus Norwa... ...enstein. This means that your personal data will be fully ... U GDPR and/or to equivalent standards by law. Transfers ... EEA from the UK are permitted without additional safeguards...

AND/OR

[[We**] OR [**I**] [**may**]** store som... ...data in countries outside of the UK. These are known as "th... ...ke additional steps in order to ensure that your personal da... ...ely and securely as it would be within the UK and under the [... ...n as follows:

[We ensure that your perso... ...under binding corporate rules. Binding corporate rules are a... ...ich all our group companies are required to follow when pro... For further information, please refer to the [Information Comm...

OR

[[We**] OR [**I**]** will only store ... ...ata in or to countries that are deemed to provide an adeq... ... for personal data. For further information about adequacy ... ...regulations, please refer to the [Information Commissioner's ...

OR

[[We**] OR [**I**]** will use specific... ...hich ensure the same levels of personal data protection that... ...rotection Legislation. For further information, please refer to th... ...ner's Office.**]**

Please contact **[**us**] OR [**me**]** ... ...n Part 12 for further information about the particular data p... ...used by **[**us**] OR [**me**]** when transferring your personal dat...

The security of your persona... **] OR [**me**]**, and to protect your data, **[**we**] OR [**I**]** take a numb... ...s, including the following:

- limiting access to your ... ...employees, agents, contractors, and other third parties ... ...to know and ensuring that they are subject to duties o...

- procedures for deali... ...s (the accidental or unlawful destruction, loss, alte... ...closure of, or access to, your personal data) includi... ...the Information Commissioner's Office where **[**we are**]** ... ...d to do so;

- <<describe specific m...

9. **Do You Share My Person...**

[[We**] OR [**I**]** will not share .... data with any third parties for any purposes, subject to the fol...

[If **[**we**] OR [**I**]** sell, transfer .... **OR [**my**]** business or assets, your personal data may be tran........ Any new owner of **[**our**] OR [**my**]** business may continue to u........ the same way(s) that **[**we**] OR [**I**]** have used it, as specified i...

In some limited circumstan........ legally required to share certain personal data, which migh........ are**] OR [**I am**]** involved in legal proceedings or complying .... court order, or the instructions of a government authority.**]**

OR

[[[We**] OR [**I**]** may share y........ other companies in **[**our**] OR [**my**]** group for <<insert descript........ includes **[**subsidiaries**] AND/OR [[**our**] OR [**my**]** holding com........ **.]]**

[[We**] OR [**I**]** may sometim........ wing third parties to supply certain **[**products**] AND/OR [**servic........

Recipient	Activity C...	...siness or ...ctor and ...(where ...>>.	Location
<<Insert type of recipient and (optionally) name (also state whether recipient is a data controller or a data processor)>>.	<<Insert si... description... or activities... out>>.		<<Insert country and (optionally) address or other contact details>>.
[<<add further recipients as required>>**]**			

If any of your personal dat........ arty, as described above, **[**we**] OR [**I**]** will take steps to ensure........ is handled safely, securely, and in accordance with your rig........ bligations, and the third party's obligations under the law, a........ rt 8.**]**

[If any personal data is tra........ UK, **[**we**] OR [**I**]** will take suitable steps in order to ensure th........ reated just as safely and securely as it would be within the U........ rotection Legislation, as explained above in Part 8.**]**

[If **[**we**] OR [**I**]** sell, transfer........ **OR [**my**]** business or assets, your personal data may be tran........ Any new owner of **[**our**] OR [**my**]** business may continue to u........ the same way(s) that **[**we**] OR [**I**]** have used it, as specified i...

In some limited circumstan........ legally required to share certain personal data, which migh........ are**] OR [**I am**]** involved in legal proceedings or complying .... court order, or the instructions of a government authority.**]**

10. **Can I Withhold Information** [partially obscured]

You may access **[**certain a [obscured] Site without providing any personal data at all. **[**However, to u [obscured] tions available on **[**Our**] OR [**My**]** Site you may be required to [obscured] collection of certain data.**]**

11. **How Can I Access My Per** [partially obscured]

If you want to know what p [obscured] have about you, you can ask **[**us**] OR [**me**]** for details of th [obscured] or a copy of it (where any such personal data is held). This [obscured] ccess request".

All subject access requests [obscured] ng and sent to the email or postal addresses shown in Part [obscured] sy as possible for you, a Subject Access Request Form is a [obscured] You do not have to use this form, but it is the easiest way to [obscured] thing **[**we**] OR [**I**]** need to know to respond to your request as [obscured]

There is not normally any [obscured] ccess request. If your request is 'manifestly unfounded or e [obscured] if you make repetitive requests) a fee may be charged to cov [obscured] trative costs in responding.

[We**] OR [**I**]** will respond to [obscured] quest within **[**<<insert period (less than one month)>> and, [obscured] than**]** one month of receiving it. Normally, **[**we**] OR [**I**]** aim [obscured] esponse, including a copy of your personal data within that ti [obscured] ever, particularly if your request is more complex, more time [obscured] aximum of three months from the date **[**we**] OR [**I**]** receive yo [obscured] ept fully informed of **[**our**] OR [**my**]** progress.

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

To contact **[**us**] OR [**me**]** [obscured] ith your personal data and data protection, including to m [obscured] equest, please use the following details **[**(for the attention of [obscured]

   Email address: <<in [obscured]

   Telephone number: [obscured] ber>>.

   Postal Address: <<i [obscured]

13. **Changes to this Privacy** [partially obscured]

[We**] OR [**I**]** may change [obscured] rom time to time. This may be necessary, for example, if [obscured] we**] OR [**I**]** change **[**our**] OR [**my**]** business in a way that affe [obscured] on.

Any changes will be imm [obscured] r**] OR [**My**]** Site and you will be deemed to have accepted [obscured] y Policy on your first use of **[**Our**] OR [**My**]** Site following the [obscured] **]** recommend that you check this page regularly to keep up- [obscured] licy was last updated on <<insert date>>.