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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 respect and value the privacy of everyone who visits this website, and we will only collect and use personal data in the way described here, and in a way that is consistent with [our] OR [my] obligations under the law.

is important to you and that you respect and value the privacy of everyone who visits this website, and we will only collect and use personal data in the way 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 and your acceptance is requested>>.

You understand it. Your acceptance of this Privacy Policy is requested and your acceptance is requested>>.

1. Definitions and Interpretation

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In this Policy the following terms have the following meanings:

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“Account”

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

“Cookie”

a small text file placed on your computer or mobile device when you visit certain pages on [My] Site and/or when you use certain features of [Our] OR [My] Site. Details of the cookies used on [Our] OR [My] Site are set out in Part 2 of this Policy.

[“Cookie Law”

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

2. Information About [Us] OR [Me]

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>>].

<<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>>]

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

[Main trading address:] OR [Registered office:] <<insert address>>.

[Main trading address:] OR [Registered office:] <<insert address>>.

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

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

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

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

Email address: <<insert email address>>

Email address: <<insert email address>>

Telephone number: <<insert telephone number>>

Telephone number: <<insert telephone number>>

Postal address: <<insert postal address>>

Postal address: <<insert postal address>>

[Representative: <<insert name of representative>>]

[Representative: <<insert name of representative>>]

Email address: <<insert email address>>

Email address: <<insert email address>>

Telephone number: <<insert telephone number>>

Telephone number: <<insert telephone number>>

Postal address: <<insert postal address>>

Postal address: <<insert postal address>>

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

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

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[[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 all websites and services that we provide. It may contain links to other websites and services. We advise you to check the privacy policy of those websites and services 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 details such as your name and contact information, 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 also ask questions using the contact details in Part 13.
- b) The right to access your personal data. We will tell you how to do this and provide you with a copy of your personal data.
- c) The right to have your personal data deleted or otherwise disposed of by [us] OR [me] if you request this using the details in Part 13.
- d) The right to be forgotten. You can ask [us] OR [me] to delete or otherwise dispose of your personal data that [we] OR [I] hold. Please contact Part 15 to find out more.
- 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. That is, if [we are] OR [I am] 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. That is, if you have provided personal data to [us] OR [me] and we are using it with your consent or otherwise lawfully, and the data is processed using automated means, you can ask us to provide a copy of that personal data to re-use with another service or product.

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i) Rights relating to a not use your person

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

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

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

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

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

Further information about Commissioner's Office or y

e obtained from the Information Bureau.

If you have any cause for you have the right to lodge [We] OR [I] would welcome [myself], however, so pleas

R [my] use of your personal data, Information Commissioner's Office. I've your concerns [ourselves] OR first, using the details in Part 15.

6. What Data Do You Collec

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] A relating to criminal convictio

[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

Data Collected	OR [I] Collect the Data
[Identity Information including << collected, e.g. name, title, date of birth, gender>>.]	method of collection and/or >.
[Contact information including << collected, e.g. address, email, 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, bank account numbers>>.]	method of collection and/or >.
[Profile information including << collected, e.g. preferences, interests, purchase history>>.]	method of collection and/or >.
[Technical information including << collected, e.g. IP address, browser version, operating system>>.]	method of collection and/or >.
[Data from third parties including << data collected, e.g. technical >>.]	method of collection and/or >.

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contact information, profile information

[<<add further information as relevant>>]

7. How Do You Use My Personal Data?

Under the Data Protection Act 1998, we must always have a lawful basis for using personal data. We will use your personal data, where necessary, for the following purposes:

[I] must always have a lawful basis which describes how [we] OR [I] [will] OR [may] use your personal data, and the legal bases for doing so:

What [We] OR [I] Do	Use	[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>>.

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[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 and your personal data for marketing purposes AND/OR [telephone] AND/OR [email] and offers on [our] OR [my] website and services. We will not send you any unlawful marketing or spam and comply with [our] OR [my] website and services. We will always have the opportunity to opt-out of marketing purposes and you can opt-out at any time.]

[[We] OR [I] use the following information for [decision-making] AND/OR [marketing] AND/OR [other purposes] [we] OR [I] take on the basis of your consent (or someone review the action taken on your behalf (by [us] OR [me] to find out more about your preferences)]

- [The following automated decision-making may be used:
 - <<insert simple explanation of the legal basis for the automated decision-making, the data used, and the intended effects>>.
 - <<add further details of the automated decision-making>>.]
- [The following automated decision-making may be used:
 - <<insert simple explanation of the legal basis for the automated decision-making, the data used, and the intended effects>>.
 - <<add further details of the automated decision-making>>.]

[We] OR [I] will only use your personal data for the purpose(s) for which it was originally collected unless it is compatible with that or those purposes. If [we] OR [I] need to use your personal data for that purpose, we will contact [us] OR [me] to explain how we will use your personal data and you can opt-out at any time.]

If [we] OR [I] need to use your personal data for a purpose that is unrelated to, or incompatible with, the purpose(s) for which it was originally collected, [we] OR [I] will contact [us] OR [me] to explain the purpose(s) for which we will use your personal data and you can opt-out at any time.]

[we] OR [I] may also use your personal data for the following purposes: include contacting you by [email] AND/OR [post] with information, news, offers and services. You will not be sent any unlawful marketing or spam. We will always work to fully protect your rights and comply with [our] OR [my] website and services. We will always have the opportunity to opt-out of marketing purposes and you can opt-out at any time.]

[We] OR [I] use the following information for [decision-making] AND/OR [marketing] AND/OR [other purposes] [we] OR [I] take on the basis of your consent (or someone review the action taken on your behalf (by [us] OR [me] to find out more about your preferences)]

- [The following automated decision-making may be used:
 - <<insert simple explanation of the legal basis for the automated decision-making, the data used, and the intended effects>>.
 - <<add further details of the automated decision-making>>.]
- [The following automated decision-making may be used:
 - <<insert simple explanation of the legal basis for the automated decision-making, the data used, and the intended effects>>.
 - <<add further details of the automated decision-making>>.]

[We] OR [I] will only use your personal data for the purpose(s) for which it was originally collected unless it is compatible with that or those purposes. If [we] OR [I] need to use your personal data for that purpose, we will contact [us] OR [me] to explain how we will use your personal data and you can opt-out at any time.]

If [we] OR [I] need to use your personal data for a purpose that is unrelated to, or incompatible with, the purpose(s) for which it was originally collected, [we] OR [I] will contact [us] OR [me] to explain the purpose(s) for which we will use your personal data and you can opt-out at any time.]

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In some circumstances, where 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 and your legal rights.

8. 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 it was collected. 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 <<name, title, date of birth, email address, telephone number, gender>>.]	Details of retention period, or how long it will be determined if no fixed period is specified.
[Contact information including <<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 <<business name, profession>>.]	Details of retention period, or how long it will be determined if no fixed period is specified.
[Payment information including <<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 <<preferences and settings, 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 <<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 Personal Data?

[[We] OR [I] will [only store some of your personal data] in the UK. This means that your data will be protected under the Data Protection Act 1998 and the Data Protection (Brexit) Regulations 2020.]

AND/OR

[[We] OR [I] will [only store some of your personal data] within the European Economic Area (EEA) (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 from the EEA to the UK are permitted without additional safeguards.]

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

nal 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

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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, transfe
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 might
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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[[We] OR [I] may sometimes share your personal data with third parties to supply certain [products] AND/OR [services]

allowing third parties to supply certain

Recipient	Activity Category	Business or Sector and Location (where applicable)	Location
<<Insert type of recipient and (optionally) name (also state whether recipient is a data controller or a data processor)>>.	<<Insert short description of activity or activities (where applicable)>>.	<<Insert business or sector and location (where applicable)>>.	<<Insert country and (optionally) address or other contact details>>.
[<<add further recipients as required>>]			

If any of your personal data is transferred to 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 rights and our legal obligations under the law, and any applicable regulatory requirements.

party, as described above, [we] OR [I] will take steps to ensure that your data is handled safely, securely, and in accordance with your rights and our legal obligations, and the third party's obligations, and the third party's obligations under the law, and any applicable regulatory requirements.

[If any personal data is transferred to 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 rights and our legal obligations under the law, and any applicable regulatory requirements, as explained above in Part 9.]

UK, [we] OR [I] will take suitable steps to ensure that your data is treated just as safely and securely as it would be within the UK, as explained above in Part 9.]

[If [we] OR [I] sell, transfer or otherwise disclose your personal data may be transferred to 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 rights and our legal obligations under the law, and any applicable regulatory requirements, as explained above in Part 9.]

OR [my] business or assets, your personal data may be transferred to 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 rights and our legal obligations under the law, and any applicable regulatory requirements, as explained above in Part 9.]

In some limited circumstances, we may be legally required to share certain personal data, which might include in connection with legal proceedings or complying with a court order, or the instructions of a government authority.]

we are legally required to share certain personal data, which might include in connection with legal proceedings or complying with a court order, or the instructions of a government authority.]

11. How Can I Control My Personal Data?

11.1 In addition to your rights under the Data Protection Act 1998 and the Data Protection (Amendment) Regulations 2018, when you submit your personal data to our Site, you may be given options to restrict [our] OR [my] use of your data for direct marketing purposes. In particular, [we] OR [I] aim to give you the ability to opt-out of receiving emails from [us] OR [me] by unsubscribing using the links provided in [our] OR [my] Site. You may also wish to provide details [and by managing your preferences]

Protection Legislation, set out in Part 9. In addition to your rights under the Data Protection Act 1998 and the Data Protection (Amendment) Regulations 2018, when you submit your personal data to our Site, you may be given options to restrict [our] OR [my] use of your data for direct marketing purposes. In particular, [we] OR [I] aim to give you the ability to opt-out of receiving emails from [us] OR [me] by unsubscribing using the links provided in [our] OR [my] Site. You may also wish to provide details [and by managing your preferences]

11.2 You may also wish to provide details [and by managing your preferences] of the preference services operating in the UK, such as the Telephone Preference Service ("the TPS"), the Corporate Telephone Preference Service ("the CTPS"), and the Mailing Preference Service ("the MPS"). These services may help to prevent you receiving unsolicited marketing communications. However, that these services will not prevent you from receiving communications that you have consented to receive.

more of the preference services operating in the UK, such as the Telephone Preference Service ("the TPS"), the Corporate Telephone Preference Service ("the CTPS"), and the Mailing Preference Service ("the MPS"). These services may help to prevent you receiving unsolicited marketing communications. However, that these services will not prevent you from receiving communications that you have consented to receive.

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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

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.

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

[Certain features of [Our] deems these Cookies to table below. Your consent important that you are awa

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

for more information, see Part 14

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.

quest 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]

certain first-party Cookies on your aced directly by [us] OR [me] and okies to facilitate and improve your de 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

o Cookies to function. Cookie Law These Cookies are shown in the lace these Cookies, but it is still block these Cookies by changing

your internet browser's settings. [Our] OR [My] Site may not work properly if you do not ensure that your privacy is protected.

The following first-party Cookies are used on our Site:

Name of Cookie	Purpose	Strictly Necessary
<<insert file name>>	<<insert description>>	<<yes / no>>
<<insert file name>>	<<insert description>>	<<yes / no>>
<<insert file name>>	<<insert description>>	<<yes / no>>
<<insert file name>>	<<insert description>>	<<yes / no>>
<<insert file name>>	<<insert description>>	<<yes / no>>

In addition to the controls provided in our Site, you can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to accept all Cookies or only third-party Cookies. By default, most internet browsers are set to accept all Cookies. For further details, please consult the documentation for your internet browser or the documentation that came with your device.

You can choose to delete Cookies from your computer or device at any time, however you may lose any information stored in Cookies, including, but not limited to, personalisation settings.

It is recommended that you keep your internet browser and operating system up-to-date and that you consult the documentation for your internet browser and manufacturer's instructions for adjusting your privacy settings.

OR

[[Our] OR [My] Site may use Cookies on your computer or device. First-party Cookies are used only by [us] OR [me] and are used to facilitate and improve your experience of [Our] OR [My] Site. [Our] OR [My] Site also uses third-party Cookies [products] AND/OR [services] to facilitate and improve [our] OR [my] Site. Please refer to [our] OR [my] Cookie Policy <<Insert Link>>.]

15. How Do I Contact You?

To contact [us] OR [me] regarding your privacy protection, including to make a request, please use the following details [(for the attention of [Name])]:

Email address: <<insert email address>>

Telephone number: <<insert telephone number>>

Postal Address: <<insert postal address>>

but please be aware that [Our] OR [My] Site may use Cookies on your computer or device. [Our] OR [Me] have taken great care to ensure that your privacy is protected.

The following first-party Cookies are used on our Site:

Name of Cookie	Purpose	Strictly Necessary
<<insert file name>>	<<insert description>>	<<yes / no>>
<<insert file name>>	<<insert description>>	<<yes / no>>
<<insert file name>>	<<insert description>>	<<yes / no>>
<<insert file name>>	<<insert description>>	<<yes / no>>
<<insert file name>>	<<insert description>>	<<yes / no>>

In addition to the controls provided in our Site, you can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to accept all Cookies or only third-party Cookies. By default, most internet browsers are set to accept all Cookies. For further details, please consult the documentation for your internet browser or the documentation that came with your device.

You can choose to delete Cookies from your computer or device at any time, however you may lose any information stored in Cookies, including, but not limited to, personalisation settings.

It is recommended that you keep your internet browser and operating system up-to-date and that you consult the documentation for your internet browser and manufacturer's instructions for adjusting your privacy settings.

[[Our] OR [My] Site may use Cookies on your computer or device. First-party Cookies are used only by [us] OR [me] and are used to facilitate and improve your experience of [Our] OR [My] Site. [Our] OR [My] Site also uses third-party Cookies [products] AND/OR [services] to facilitate and improve [our] OR [my] Site. Please refer to [our] OR [my] Cookie Policy <<Insert Link>>.]

To contact [us] OR [me] regarding your privacy protection, including to make a request, please use the following details [(for the attention of [Name])]:

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

Any changes will be immediately effective and you will be deemed to have accepted the changes by your continued use of [Our] **OR** [My] Site following the posting of the revised Policy on this page regularly to keep up-to-date>>.

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

[We] **OR** [My] Site and you will be deemed to have accepted the changes by your continued use of [Our] Policy on your first use of [Our] Site following the posting of the revised Policy on this page regularly to keep up-to-date>>.

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