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. **Definitions and Interpreta[...]**

    In this Policy the following [...]wing meanings:

    "Account" [...] required to access and/or use [...]atures of **[**Our**]** OR **[**My**]** Site;

    "Cookie" [...] file placed on your computer or [...] **[**My**]** Site when you visit certain [...] **[**My**]** Site and/or when you use [...]Our**]** OR **[**My**]** Site. Details of the [...]r**]** OR **[**My**]** Site are set out in Part

    ["Cookie Law" [...]arts of the Privacy and Electronic [...]C Directive) Regulations 2003;**]**

2. **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 VA[...]

    [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[...]

3. **What Does This Policy C[...]**

This Privacy Policy applies [...] **OR [**My**]** Site. **[**Our**] OR [**My**]** Site may contain links to other [...] at **[**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.

4. **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 can[...] identified in particular by reference to an identifier'.

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

5. **What Are My Rights?**

Under the Data Protection [...] e 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 13 will tell you how to do t[...]

c) The right to have y[...] d 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 [...] ata that **[**we**] OR [**I**]** hold. Please contact **[**us**] OR [**me[...] t 15 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 [...] g 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[...] py of that personal data to re-use with another service [...] es.

2

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 15.

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 [...] **OR [**my**]** use of your personal data, you have the right to lodge [...]rmation Commissioner's Office.

[We**] OR [**I**]** would welcom[...]lve your concerns **[**ourselves**] OR [**myself**]**, however, so pleas[...]irst, using the details in Part 15.

6.   **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 i[...] see Part 14 for more information about **[**our**] OR [**my**]** use [...] technologies **[**and **[**our**] OR [**my**]** Cookie Policy <<insert link[...]t collect any **[**'special category' or 'sensitive' personal data**] A**[...]elating to children**] AND/OR [**data relating to criminal convicti[...]

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, ba[...] 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 i[...]	method of collection and/or [...].

| contact information, profile inform |
| [<<add further information as req |

7. **How Do You Use My Per**

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

What [We] OR [I] Do	W	se	[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>>.

[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/... w, **[**we**] OR [**I**]** may also use your personal data for marketin... include contacting you by **[**email**] AND/OR [**telephone**] AND/... /OR [**post**]** with information, news, and offers on **[**our**] OR [**m... ...services**]**. You will not be sent any unlawful marketing or spa... ...ys work to fully protect your rights and comply with **[**our**] OR ... e Data Protection Legislation and the Privacy and Electronic ... ective) Regulations 2003, and you will always have the oppo... **e] OR [**I**]** will always obtain your express opt-in consent b... ...sonal data with third parties for marketing purposes and yo... at any time.**]**

[[We**] OR [**I**]** use the follow... ...s**]** for carrying out certain kinds of **[**decision-making**] AND/OR ... t you wish to query any action that **[**we**] OR [**I**]** take on the bas... ...est 'human intervention' (i.e. have someone review the actio... ...an relying only on the automated method), the Data Protecti... ...the right to do so. Please contact **[**us**] OR [**me**]** to find out mo... ...rt 15.

- **[**The following autor... ...ethod(s) may be used:
  - <<insert sim... ...ated decision-making including the legal basis ... ...ata used, the reason(s) for using that data, ar... d effects>>.
  - <<add furthe... ...**.]**
- **[**The following autor... ...place:
  - <<insert sin... ...ling including the legal basis on which you r... ...eason(s) for using that data, and the intended...
  - <<add furthe... ...**.]]**

[We**] OR [**I**]** will only u... ...or the purpose(s) for which it was originally collected unle... ...ly believe that another purpose is compatible with that or... s) and need to use your personal data for that purpose. I... ...personal data in this way and you wish **[**us**] OR [**me**]** to e... ...ose is compatible with the original, please contact **[**us**] OR ... Part 15.

If **[**we**] OR [**I**]** need to u... r a purpose that is unrelated to, or incompatible with, the p... ...as originally collected, **[**we**] OR [**I**]** will inform you and exp... ...allows **[**us**] OR [**me**]** to do so.

In some circumstances, [where] required by law, **[we] OR [I]** may process your personal [data with]edge or consent. This will only be done within the bounds [of] legislation and your legal rights.

8. **How Long Will You Keep**

[We] OR [I] will not keep y[our] longer than is necessary in light of the reason(s) for which [] ur personal data will therefore be kept for the following perio[d] 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>>.**]**		[d]etails of retention period, or how [it w]ill be determined if no fixed
[Contact information including << collected, e.g. address, emai telephone number>>.**]**		[d]etails of retention period, or how [it w]ill be determined if no fixed
[Business information including << collected, e.g. business name profession>>.**]**		[d]etails of retention period, or how [it w]ill be determined if no fixed
[Payment information including << collected, e.g. card details, ba[nk] numbers>>.**]**		[d]etails of retention period, or how [it w]ill be determined if no fixed
[Profile information including << collected, e.g. preferences and username and password, history>>.**]**		[d]etails of retention period, or how [it w]ill be determined if no fixed
[Technical information including < collected, e.g. IP address, brows[er] version, operating system>>.**]**		[d]etails of retention period, or how [it w]ill be determined if no fixed
[<<add further information as requ[ired]		

9. **How and Where Do You S[tore or Transfer My Pe]rsonal Data?**

[[We] **OR [**I] will **[**only sto[re] **OR [**store some of your personal data]** in the UK. This mea[ns] [pr]otected under the Data Protection Legislation.**]**

AND/OR

[[We] **OR [**I] will **[**only sto[re] **OR [**store some of your personal data]** within the European [Economic Area ("E]EA"). The EEA consists of all EU member states, plus Nor[way, Iceland, and Liech]tenstein. This means that your personal data will be ful[ly protected under the] EU GDPR and/or to equivalent standards by law. Transfe[rs of personal data to th]e EEA from the UK are permitted without additional safeguar[ds.]

AND/OR

[[We**] OR [**I**] [**may**]** store s...nal data in countries outside of the UK. These are known as ... take additional steps in order to ensure that your personal ... afely and securely as it would be within the UK and under th... ...tion as follows:

[We ensure that your pe... ...d under binding corporate rules. Binding corporate rules are ... which all our group companies are required to follow when p... ...a. For further information, please refer to the Information Co...

OR

[[We**] OR [**I**]** will only st... data in or to countries that are deemed to provide an ad... on for personal data. For further information about adequac... ...cy regulations, please refer to the Information Commissioner'...

OR

[[We**] OR [**I**]** will use spe... which ensure the same levels of personal data protection th... ...Protection Legislation. For further information, please refer to ...sioner's Office.**]**

Please contact **[**us**] OR [**m... ...w in Part 15 for further information about the particular data ... **]** used by **[**us**] OR [**me**]** when transferring your personal ...

The security of your perso... ...us**] OR [**me**]**, and to protect your data, **[**we**] OR [**I**]** take a nu... ...res, including the following:

- limiting access to yo... ...e employees, agents, contractors, and other third part... ...d to know and ensuring that they are subject to duties...

- procedures for de... ...nes (the accidental or unlawful destruction, loss, a... ...disclosure of, or access to, your personal data) inclu... ...r the Information Commissioner's Office where **[**we ar... ...ired to do so;

- <<describe specific...

10. **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 tra... ...Any new owner of **[**our**] OR [**my**]** business may continue to u... ...n the same way(s) that **[**we**] OR [**I**]** have used it, as specified i...

In some limited circumstan... ...e 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... ...s includes **[**subsidiaries**] AND/OR [[**our**] OR [**my**]** holding com... ...s.**]]**

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

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 data... ...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 9.**]**

[If any personal data is tra... ...UK, **[**we**] OR [**I**]** will take suitable steps in order to ensure tha... ...treated just as safely and securely as it would be within the U... ...rotection Legislation, as explained above in Part 9.**]**

[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... ...n the same way(s) that **[**we**] OR [**I**]** have used it, as specified i...

In some limited circumstan... ...e 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.**]**

11. **How Can I Control My Pe...**

   11.1 In addition to your r... ...otection Legislation, set out in Part 5, when you submi... ...**OR [**My**]** Site, you may be given options to restrict **[**o... ...r personal data. In particular, **[**we**] OR [**I**]** aim to give... ...our**] OR [**my**]** use of your data for direct marketing pu... ...ility to opt-out of receiving emails from **[**us**] OR [**me... ...y unsubscribing using the links provided in **[**our**] O... ...**[,]** at the point of providing your details **[**and by man...

   11.2 You may also wish... ...more of the preference services operating in the U... ...ference Service ("the TPS"), the Corporate Telepho... ...("the CTPS"), and the Mailing Preference Service... ...ay help to prevent you receiving unsolicited marketi... ...ver, that these services will not prevent you from... ...communications that you have consented to receiv...

12. **Can I Withhold Informatio...**

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

You may restrict [our] OR ... ...or more information, see Part 14 [and [our] OR [my] Cookie...

13. **How Can I Access My Per...**

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

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

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

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

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

[[Our] OR [My] Site may ... ...rtain first-party Cookies on your computer or device. First-p... ...aced directly by [us] OR [me] and are used only by [us] OR [... ...okies to facilitate and improve your experience of [Our] OR ... ...de and improve [our] OR [my] [products] AND/OR [servic... ...arefully chosen these Cookies and have taken steps to ensu... ...d personal data is protected and respected at all times.

All Cookies used by and o... ...e used in accordance with current Cookie Law.

Before Cookies are placed... ...vice, you will be shown a <<insert description of prompt, e.g. ... ...ur consent to set those Cookies. By giving your consent to ... ...ou are enabling [us] OR [me] to provide the best possible e... ...o you. You may, if you wish, deny consent to the placing of ... ...n features of [Our] OR [My] Site may not function fully or as... ...given the opportunity to allow only first-party Cookies and blo...

[Certain features of [Our] ... ...Cookies to function. Cookie Law deems these Cookies to ... ...These Cookies are shown in the table below. Your consent ... ...lace these Cookies, but it is still

important that you are awa... block these Cookies by changing your internet browser's sett... ut please be aware that **[**Our**] OR [**My**]** Site may not work pr... **] OR [**I**]** have taken great care to ensure that your privacy is ... em.**]**

The following first-party Co... your computer or device:

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

[Our**] OR [**My**]** Site uses a... d by <<insert name(s) of analytics service provider(s)>>. Web... a set of tools used to collect and analyse anonymous usage... us**] OR [**me**]** to better understand how **[**Our**] OR [**My**]** Site is ... les **[**us**] OR [**me**]** to improve **[**Our**] OR [**My**]** Site and the **[**prod... **]** offered through it.

The analytics service(s) u... Site use(s) Cookies to gather the required information. You ... **] OR [**me**]** to use these Cookies, however whilst **[**our**] OR [**... t pose any risk to your privacy or your safe use of **[**Our**] O**... able **[**us**] OR [**me**]** to continually improve **[**Our**] OR [**My**]** Site ... more useful experience for you.

The analytics service(s) us... e use(s) the following Cookies:

Name of Cookie	First / Thir... Party		Purpose
<<insert file name>>	<<first / third>>		<<insert description>>
<<insert file name>>	<<first / third>>		<<insert description>>
<<insert file name>>	<<first / third>>		<<insert description>>
<<insert file name>>	<<first / third>>		<<insert description>>
<<insert file name>>	<<first / third>>		<<insert description>>

In addition to the controls ... de, you can choose to enable or disable Cookies in your int... ernet browsers also enable you to

choose whether you wish [...] or only third-party Cookies. By default, most internet brow[...] this can be changed. For further details, please consult the [...] net browser or the documentation that came with your device[...]

You can choose to delete [...] er or device at any time, however you may lose any informat[...] access Our Site more quickly and efficiently including, but not[...] sonalisation settings.

It is recommended that yo[...] wser and operating system up-to-date and that you consult[...] rovided by the developer of your internet browser and manu[...] r or device if you are unsure about adjusting your privacy setti[...]

OR

[[Our**] OR [**My**]** Site may [...] rtain first-party Cookies on your computer or device. First-p[...] laced directly by **[**us**] OR [**me**]** and are used only by **[**us**] OR [**[...] okies to facilitate and improve your experience of **[**Our**] OR** [...] de and improve **[**our**] OR [**my**] [**products**] AND/OR [**servic[...] R **[**My**]** Site uses analytics services provided by <<insert nam[...] e provider(s)>>, which also use Cookies. Website analytics[...] used to collect and analyse usage statistics, enabling **[**us**] OR** [...] nd how people use **[**Our**] OR [**My**]** Site. For more details, plea[...] Cookie Policy <<Insert Link>>.**]**

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

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

> Email address: <<in[...]
>
> Telephone number:[...] ber>>.
>
> Postal Address: <<i[...]

16. **Changes to this Privacy** [...]

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

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