

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 trading address: <<insert main trading address>>].

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

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

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

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

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

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

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 [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

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, any information about you that enables you to be identified. Personal data can be in any form 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 contact 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 otherwise disposed of 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 that [we] OR [I] hold about you. Part 13 will tell you how to do this.
- 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 as soon as you are aware that you have given your consent to the processing of 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.

- 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 a complaint. [We] OR [I] would welcome your concerns [ourselves] OR [myself], however, so please

6. What Data Do You Collect

Depending upon your use of our services, we may collect some or all of the personal data set out in the table below. The methods also set out in the table below about [our] OR [my] use of cookies. See our Cookie Policy <<insert link>> for more information. We do not collect any 'special category' or 'sensitive' personal data] AND/OR [data relating to criminal convictions and

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

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

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

we obtained from the Information Commissioner's Bureau.

R [my] use of your personal data, you may contact the Information Commissioner's Office. We will take your concerns [ourselves] OR [myself] first, using the details in Part 15.

[we] OR [I] may collect and hold the data set out in the table below, using the methods set out in the table below. See Part 14 for more information about the technologies [and [our] OR [my] use of cookies. We do not collect any 'special category' or 'sensitive' personal data] AND/OR [data relating to children]

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

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.

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>>.

[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/or your personal data for marketing purposes. **AND/OR** [telephone] **AND/OR** [email] and offers on [our] **OR** [my] website. We will not engage in any unlawful marketing or spamming and comply with [our] **OR** [my] country's data protection laws, the Privacy and Electronic Communications Regulations 2003, and you will always have the opportunity to opt-out. We will always have the opportunity to express opt-in consent by clicking on a link for marketing purposes and you will be able to opt-out at any time.]

[[We] **OR** [I] use the following information for [decision-making] **AND/OR** [marketing] purposes. [we] **OR** [I] take on the basis of [your] consent (or, if someone review the action taken), the Data Protection Act 1998 (or [us] **OR** [me] to find out more about the following automated decision-making]

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

[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 will be able to 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 do so.

[We] **OR** [I] may also use your personal data for the following purposes: include contacting you by [email] **AND/OR** [post] with information, news, and offers on [our] **OR** [my] website. We will not be sent any unlawful marketing or spamming and comply with [our] **OR** [my] country's data protection laws, the Privacy and Electronic Communications Regulations 2003, and you will always have the opportunity to opt-out. We will always obtain your consent by clicking on a link for marketing purposes and you will be able to opt-out at any time.]

[We] **OR** [I] use the following information for carrying out certain kinds of [decision-making] **AND/OR** [marketing] purposes. [we] **OR** [I] take on the basis of [your] consent (or, if someone review the action taken), the Data Protection Act 1998 (or [us] **OR** [me] to find out more about the following automated decision-making]

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

[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 will be able to 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 do so.

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 it will be kept 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>>.]	[We] OR [I] will keep your personal data for the following 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>>.]	[We] OR [I] will keep your personal data for the following 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>>.]	[We] OR [I] will keep your personal data for the following 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>>.]	[We] OR [I] will keep your personal data for the following 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>>.]	[We] OR [I] will keep your personal data for the following 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>>.]	[We] OR [I] will keep your personal data for the following 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 your personal data] in the UK. This means that your personal data will be fully protected under the Data Protection Act 1998 and your legal rights.]

AND/OR

[[We] OR [I] will [only store 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 under the EU GDPR and/or to equivalent standards by law. Transfer of your personal data from the EEA from the UK are permitted without additional safeguards.]

AND/OR

Personal Data?

OR [store some of your personal data] outside the EEA. This means that your personal data will be fully protected under the Data Protection Act 1998 and your legal rights.]

OR [store some of your personal data] outside the EEA (the EEA consists of all EU member states, plus Norway, Iceland and Liechtenstein). This means that your personal data will be fully protected under the EU GDPR and/or to equivalent standards by law. Transfer of your personal data from the EEA from the UK are permitted without additional safeguards.]

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.]]

A

M

P

L

E

S

A

M

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? **OR** [I am] involved in legal proceedings, a court order, or the instructions of a

P

- L

E

8

S

A

M

P

L

E

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".

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 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

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

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

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

your internet browser's settings. However, please be aware that [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
<<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>>

In addition to the controls provided on 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 of 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 update your internet browser and manually adjust your privacy settings regularly to ensure you are using the latest version and that you consult the documentation of your internet browser and manually adjust your privacy settings regularly.

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 enhance the user experience of [Our] OR [My] Site and improve [our] OR [my] products] AND/OR [service] 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 [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 not work properly if you do not ensure that your privacy is protected.

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

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

In addition to the controls provided on 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 of 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 update your internet browser and manually adjust your privacy settings regularly to ensure you are using the latest version and that you consult the documentation of your internet browser and manually adjust your privacy settings regularly.

[[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 enhance the user experience of [Our] OR [My] Site and improve [our] OR [my] products] AND/OR [service] Policy <<Insert Link>>.]

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 [Name])]:

Telephone number: <<insert telephone number>>

16. **Changes to this Privacy Policy**

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

Any changes will be immediately deemed to have accepted this Policy **OR** [My] Site following the posting of 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

[I] **OR** [My] Site and you will be deemed to have accepted this Policy on your first use of [Our] Site. [We] recommend that you check this page regularly to keep up-to-date>>.

S

A

M

P

L

E