

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<>>.

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 [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 and any other media that may contain links to other websites. We advise you to check the privacy policy of those 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 include details such as your name and contact information, but it also covers details 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 in Part 13.
- 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, which means 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, if [we are] OR [I am] relying on your consent as the legal basis for processing your personal data.
- h) The right to data portability, which means that, 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 product.

[we] OR [My] Site. [Our] OR [My] Site may contain links to other websites that [we] OR [I] have no control over. We advise you to check the privacy policy of those websites and [we] OR [I] advise you to check the privacy policy of those websites before providing any data to them.

Under the Data Protection Act 2018, you have the following rights, which [we] OR [I] will always work to uphold:

Personal data is, in simple terms, any 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 details such as identification numbers, electronic location data, and

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 in Part 13.

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, which means 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, if [we are] OR [I am] relying on your consent as the legal basis for processing your personal data.

h) The right to data portability, which means that, 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 product.

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.

OR [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] AND/OR [data

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 purpose.
[Contact information including <<insert details>> collected, e.g. address, email address, telephone number>>.]	method of collection and/or purpose.
[Business information including <<insert details>> collected, e.g. business name, profession>>.]	method of collection and/or purpose.
[Payment information including <<insert details>> collected, e.g. card details, bank account numbers>>.]	method of collection and/or purpose.
[Profile information including <<insert details>> collected, e.g. preferences, interests, details, purchase history>>.]	method of collection and/or purpose.
[Technical information including <<insert details>> collected, e.g. IP address, browser version, operating system>>.]	method of collection and/or purpose.
[Data from third parties including <<insert details>> collected, e.g. technical information]	method of collection and/or purpose.

contact information, profile information

[<<add further information as required>>]

7. How Do You Use My Personal Data?

Under the Data Protection Legislation, we must always have a lawful basis for using personal data. The following table sets out how we use your personal data, and the lawful basis 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>>.

SAMPLE

[Communicating with you.]	<<S	<<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>>.)]	<<A	<<insert lawful basis (if "legitimate interests", state what the legitimate interest(s) is or are>>.
[<<add further uses as required>>.]		

[With your permission and personal data for marketing **AND/OR** [telephone] **AND** and offers on [our] **OR** [m unlawful marketing or spam and comply with [our] **OR** the Privacy and Electronic will always have the oppo express opt-in consent b marketing purposes and yd

Third Parties (including << site >>) whose content appears as detailed below in Part 1, may use cookies to enhance your navigation, personalize site navigation and content, and assist in our marketing efforts. Please note that we do not control these third parties, nor the data they collect or use. We advise you to check the privacy policy of each third party that uses cookies.

[[We] OR [I] use the following
[decision-making] AND/OR
[we] OR [I] take on the basis of
someone review the action
method), the Data Protection
[us] OR [me] to find out more

- [The following authorizations are required to be included in the contract:]
 - <<insert similar language to the legal basis of the contract, that data, and
 - <<add further
- [The following authorizations are required to be included in the contract:]
 - <<insert similar language to which you rely on the intended
 - <<add further

[We] OR [I] will only use
originally collected unless
compatible with that or tho

law, [we] **OR** [I] may also use your personal data to include contacting you by [email] **OR** [post] with information, news, and services]. You will not be sent any unsolicited work to fully protect your rights under the Data Protection Legislation and (EU) Regulations 2003, and you will **OR** [I] will always obtain your consent to share your personal data with third parties for marketing at any time.]

ies whose content appears on the Site may use third-party Cookies, Part 14 for more information on do not control the activities of such use themselves, and [we] OR [I] third parties.

s] for carrying out certain kinds of
t you wish to query any action that
est 'human intervention' (i.e. have
an relying only on the automated
the right to do so. Please contact
art 15.

method(s) may be used:

ated decision-making including the data used, the reason(s) for using and effects>>.

4.1

place:

ling including the legal basis on
reason(s) for using that data, and

11

the purpose(s) for which it was
I believe that another purpose is
and need to use your personal data

for that purpose. If [we] OR [us] OR [me] to explain how we can contact [us] OR [me] using

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

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 our 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 be kept for the following period of time, the following factors will be used to determine how long we will keep it for:

Type of Data	[We] OR [I] Keep It
[Identity Information including <<add further information as required>> collected, e.g. name, title, date of birth, gender>>.]	Details of retention period, or how long it will be determined if no fixed period is specified.
[Contact information including <<add further information as required>> collected, e.g. address, email address, telephone number>>.]	Details of retention period, or how long it will be determined if no fixed period is specified.
[Business information including <<add further information as required>> collected, e.g. business name, business address, profession>>.]	Details of retention period, or how long it will be determined if no fixed period is specified.
[Payment information including <<add further information as required>> collected, e.g. card details, bank account numbers>>.]	Details of retention period, or how long it will be determined if no fixed period is specified.
[Profile information including <<add further information as required>> collected, e.g. preferences and interests, 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 <<add further information as required>> collected, e.g. 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 your personal data] in the UK. This means that your personal data is protected under the Data Protection Act 1998 and our legal rights.]

AND/OR

[[We] OR [I] will [only store your personal data] in the UK. This means that your personal data is protected under the Data Protection Act 1998 and our legal rights.]

personal data in this way and you wish to transfer it to a format compatible with the original, please contact [us] OR [me] using the details above.

a purpose that is unrelated to, or incompatible with, the purpose for which it was originally collected, [we] OR [I] will inform you and explain the reasons for this.

d 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 our legal rights.

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

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

Personal Data?

OR [store some of your personal data] in the UK. This means that your personal data is protected under the Data Protection Act 1998 and our legal rights.]

OR [store some of your personal data] in the UK. This means that your personal data is protected under the Data Protection Act 1998 and our legal rights.]

data] within the European member states, plus Norway. Your personal data will be fully protected by standards by law. Transfers of your personal data without additional safeguards

AND/OR

[[We] OR [I] [may] store your personal data in the UK. These are known as "adequate" jurisdictions to ensure that your personal data is protected within the UK and under the same level of

[We ensure that your personal data is protected under binding corporate rules. Binding corporate rules are a set of policies and procedures required to follow when processing personal data. For further information, please refer to the [Information Commissioner's Office](#) website.]

OR

[[We] OR [I] will only store your personal data in countries deemed to provide an adequate level of protection for personal data. For further information about adequacy of data protection regulations, please refer to the [Information Commissioner's Office](#) website.]

OR

[[We] OR [I] will use specific safeguards to ensure your personal data protection throughout the transfer. For further information, please refer to the [Information Commissioner's Office](#) website.]

Please contact [us] OR [me] for more information about the particular data protection measures we are transferring your personal data to.

The security of your personal data, [we] OR [I] take a number of measures to ensure that your personal data is secure, including:

- limiting access to your personal data to only those who need to know and other third parties who are subject to duties of confidentiality
- procedures for dealing with data breaches (the accidental or unlawful disclosure of, or access to, your personal data) including reporting to the Information Commissioner's Office where [we are] OR [I am] required to do so;
- <<describe specific measures>>

10. Do You Share My Personal Data?

[[We] OR [I] will not share your personal data with any third parties for any purposes, subject to the following exceptions:

[If [we] OR [I] sell, transfer or otherwise dispose of our business or assets, your personal data may be transferred to the new owner. The new business may continue to use your personal data in the same way(s) that [we] OR [I] have used it, as specified in our privacy policy.]

In some limited circumstances, we may be legally required to share certain personal data, which might include responding to court proceedings or complying with a

EA"). The EEA consists of all EU member states, plus Norway and Iceland. This means that your personal data will be fully protected by EU GDPR and/or to equivalent standards by law. Transfers of your personal data from the UK are permitted without additional safeguards

personal data in countries outside of the UK. These are known as "adequate" jurisdictions to ensure that your personal data is protected within the UK and under the same level of protection as follows:

[We ensure that your personal data is protected under binding corporate rules. Binding corporate rules are a set of policies and procedures required to follow when processing personal data. For further information, please refer to the [Information Commissioner's Office](#) website.]

[We ensure that your personal data is protected in or to countries that are deemed to provide an adequate level of protection for personal data. For further information about adequacy of data protection regulations, please refer to the [Information Commissioner's Office](#) website.]

[We ensure that your personal data is protected throughout the transfer by specific safeguards which ensure the same levels of protection for personal data. For further information, please refer to the [Information Commissioner's Office](#) website.]

Please contact [us] OR [me] for more information about the particular data protection measures we are transferring your personal data to.

The security of your personal data, [we] OR [me], and to protect your personal data, [we] OR [me] take a number of measures, including the following:

• limiting access to your personal data to only those who need to know and ensuring that they are subject to duties of confidentiality

• procedures for dealing with data breaches (the accidental or unlawful disclosure of, or access to, your personal data) including reporting to the Information Commissioner's Office where [we are] OR [I am] required to do so;

data with any third parties for any purposes, subject to the following exceptions:

[If [we] OR [my] business or assets, your personal data may be transferred to the new owner. Any new owner of [our] OR [my] business may continue to use your personal data in the same way(s) that [we] OR [I] have used it, as specified in our privacy policy.]

In some limited circumstances, we may be legally required to share certain personal data, which might include responding to court proceedings or complying with a court order, or the instructions of a

operating in the U
Corporate Telepho
Preference Service
unsolicited marketi
prevent you from
consented to receiv

ference Service ("the TPS"), the
("the CTPS"), and the Mailing
may help to prevent you receiving
ver, that these services will not
communications that you have

12. **Can I Withhold Information?**

You may access [certain a
data at all. [However, to u
Site you may be required to

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

You may restrict [our] OR
[and [our] OR [my] Cookie

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

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

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

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

There is not normally any
'manifestly unfounded or e
fee may be charged to cov

ccess request. If your request is
if you make repetitive requests) a
trative costs in responding.

[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.

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 [I]
experience of [Our] OR [My]
[products] AND/OR [service
have taken steps to ensu
respected at all times.

certain first-party Cookies on your
placed directly by [us] OR [me] and
okies to facilitate and improve your
ide and improve [our] OR [my]
arefully chosen these Cookies and
d personal data is protected and

By using [Our] OR [My] Site
computer or device. Third
and/or parties other than [us]
[My] Site for <<insert desc
please refer to the table b
[Our] OR [My] Site and yo

certain third-party Cookies on your
se placed by websites, services,
y Cookies are used on [Our] OR
party cookies>>. For more details,
e not integral to the functioning of
of [Our] OR [My] Site will not be

impaired by refusing consent to use Cookies.
All Cookies used by and on behalf of [Our] OR [My] Site are used in accordance with current Cookie Law.

Before Cookies are placed on your computer or device, you will be shown a description of prompt, e.g. "We use Cookies to enhance your browsing experience". By giving your consent to use Cookies, you are enabling [us] OR [me] to provide the best possible experience to you. You may, if you wish, deny consent to the placing of Cookies on your computer or device. This may not function fully or as intended. [Our] OR [My] Site may not function fully or as intended if you block first-party Cookies and block third-party Cookies.

[Certain features of [Our] OR [My] Site may require Cookies to function. Cookie Law deems these Cookies to be "strictly necessary". These Cookies are shown in the table below. Your consent is not required to place these Cookies, but it is still important that you are aware of them. You may block these Cookies by changing your internet browser's settings, but please be aware that [Our] OR [My] Site may not work properly if you do so. [Our] OR [My] Site have taken great care to ensure that your privacy is protected.]

The following first-party Cookies are used on your computer or device:

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>>

and the following third-party Cookies are used on your computer or device:

Name of Cookie	Provider
<<insert file name>>	<<Insert Name of Provider>>
<<insert file name>>	<<Insert Name of Provider>>
<<insert file name>>	<<Insert Name of Provider>>
<<insert file name>>	<<Insert Name of Provider>>
<<insert file name>>	<<Insert Name of Provider>>

[Our] OR [My] Site uses a set of tools used to collect and analyse anonymous usage data. We use Cookies to collect and analyse anonymous usage data to better understand how [Our] OR [My] Site is used and to improve [Our] OR [My] Site and the products and services offered through it.

are used in accordance with current

vice, you will be shown a <<insert description of prompt, e.g. "We use Cookies to enhance your browsing experience". By giving your consent to use Cookies, you are enabling [us] OR [me] to provide the best possible experience to you. You may, if you wish, deny consent to the placing of Cookies on your computer or device. This may not function fully or as intended. [Our] OR [My] Site may not function fully or as intended if you block first-party Cookies and block third-party Cookies.

to function. Cookie Law deems these Cookies to be "strictly necessary". These Cookies are shown in the table below. Your consent is not required to place these Cookies, but it is still important that you are aware of them. You may block these Cookies by changing your internet browser's settings, but please be aware that [Our] OR [My] Site may not work properly if you do so. [Our] OR [My] Site have taken great care to ensure that your privacy is protected.]

on your computer or device:

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

on your computer or device:

	Purpose
	<<insert description>>
	<<insert description>>
	<<insert description>>
	<<insert description>>
	<<insert description>>

d by <<insert name(s) of analytics service provider(s)>>. We use Cookies to collect and analyse anonymous usage data to better understand how [Our] OR [My] Site is used and to improve [Our] OR [My] Site and the products and services offered through it.

S

A

M

P



E

use(s) the following Cookies:

de, you can choose to enable or
 ernet browsers also enable you to
 or only third-party Cookies. By
 t this can be changed. For further
 net browser or the documentation

user and operating system up-to-date. For more information, see the documentation provided by the developer of your operating system or device if you are unsure about the version.

11 analytics

analytics refers to a set of [us] OR [me] to better understand details, please refer to [our

analyse usage statistics, enabling use [Our] OR [My] Site. For more details, please refer to [our <<Insert Link>>].

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

To contact [us] OR [me] with your personal data and data protection, including to make a request, please use the following details [(for the attention of

with your personal data and data protection, please use the following details [(for the attention of

Email address: <<insert

Telephone number: <<insert

number>>.

Postal Address: <<insert

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

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

Any changes will be immediately deemed to have accepted [Our] OR [My] Site following the [Our] OR [My] Site following the page regularly to keep up-to-date>>.

[Our] OR [My] Site and you will be deemed to have accepted [Our] OR [My] Site following the page regularly to keep up-to-date>>.