

## Data Protection – Privacy Policy

### Our Privacy Principles

We will look after any personal information that you share with us.

This is central to our values as an organisation. We want everyone who supports us, or who comes to us for support, to feel confident about how any personal information they share will be looked after or used.

#### You can be confident that:

- > We commit to never sharing our data with third-parties for marketing purposes.
- > We only use personal information in the ways we need to and that is expected of us.
- > We will make it easy for you to tell us how you want us to communicate with you, including how to opt out from future communications – and we promise your request will be respected straight away.
- > We will never release your information to organisations outside Gail Bradley Design for their marketing purposes.
- > We take all reasonable care to safeguard your personal information through security policies and secure business processes.
- > We will always provide easy ways for you to contact us.
- > We know that your privacy is very important to you.
- > We promise that it is even more important to us.

### What information do we collect?

The personal information we collect might include your contact details such as name, email address, postal address, telephone number, as well as information you provide in any correspondence between us.

Wherever possible we use aggregated or anonymous information which does not identify individual visitors to our websites.

### Cookies

'Cookie' is a name for a small file, usually of letters and numbers, which is download onto your device, like your computer, mobile phone or tablet when you visit a website.

They let websites recognize your device so that the sites can work, or work better, and also gather information about how you use the site. A cookie, by itself, can't be used to identify you.

### How do we use personal information?

#### We may use your personal information to:

- > Provide you with the advice and support you've asked us for;
- > Provide or administer activities relating to all our services: updating you with important administrative messages, to help us identify you when you contact us, and help us to properly maintain our records;
- > You can of course ask us at any time to change how we contact you, simply contact [gail@gailbradleydesign.co.uk](mailto:gail@gailbradleydesign.co.uk)
- > We may need to disclose your information if required to do so by law (for example, to comply with applicable laws, regulations and codes of practice or in response to a valid request from a competent authority); or, in order to enforce our conditions of sale and other agreements.

### A special note about the Sensitive Information we hold

Your personal information and details of the enquiries received are stored on a secure database or in paper files for no longer than is necessary for the purposes of its use. We carry out periodic deletion of data whose retention period has expired and/or when the need to continue holding such data is no longer necessary.

### Who sees your personal information?

We will never sell or share your personal information with organisations so that they can contact you for any marketing activities. Nor do we sell any information about your web browsing activity.

### Your Information Security

We take the security of your personal information extremely seriously.

We've implemented appropriate physical, technical and organisational measures to protect the personal information we have under our control, both on and off-line, from improper access, use, alteration, destruction and loss.

We only keep it as long as is reasonable and necessary, which may be to fulfil statutory obligations.

#### Here are some of the ways we protect your personal information:

- > We have evaluated all of our 'on site premises' security and put the necessary steps in place to further secure our premises and equipment.
- > Offline, your personal information is kept securely in our databases and offices, or, where relevant, by our partner companies.
- > We have effective safeguards in place to ensure personal information and any data which we are holding and processing is kept securely at all times.

### Your communication with Gail Bradley Design

Your communications (including by telephone or email) may be monitored and/or recorded for training, quality control and compliance purposes to ensure that we continuously improve our customer service standards.

### How to update or access your personal information

You may ask us at any time to update your details, correct or remove information you think is inaccurate by emailing [gail@gailbradleydesign.co.uk](mailto:gail@gailbradleydesign.co.uk)

**t** 0116 2881 406

**m** 07951 802 412

**e** [gail@gailbradleydesign.co.uk](mailto:gail@gailbradleydesign.co.uk)

**w** [www.gailbradleydesign.co.uk](http://www.gailbradleydesign.co.uk)