

PRIVACY POLICY GDPR Issue Version 2 – April 2021

C & P Lambert - Owners of Bayliss & Booth
Next review date: Ongoing

Section 1 - Who we are:

Bayliss & Booth take handling your information seriously, and take all reasonable care in our power to keep your details safe and secure.

Respecting your data is very important to us and to comply to the new GDPR Law: Bayliss & Booth promise:

- We will always respect your personal information and privacy.
- We never sell, trade, or rent your information to other organisations or businesses.
- We have a strict zero spam policy.
- You can update how you would like to hear from us at any time.
- Customer information that we hold is solely held to aid contacting you, and has been given and noted to progress an order or enquiry you have made directly with ourselves at Bayliss & Booth.
- You only receive our regular E-Newsletters having subscribed instore or by subscribing on our website.
- If you no longer want to receive our E-Newsletters you can unsubscribe at any time and at the bottom of every E-Newsletter click the “unsubscribe” link or alternatively, by emailing us at info@baylissandbooth.co.uk
- Access to your personal information; you are entitled to view, amend, or delete the personal information that we hold at any time. Please email your request to us at info@baylissandbooth.co.uk

Section 2 - Definitions:

'Our website' means our website: www.baylissandbooth.co.uk who trade as Bayliss & Booth. Lushington Hill, Wootton, Isle of Wight, PO33 4RD

'Cookie' - small text files that are placed on your computer by our website that you visit.

'UK and EU Cookie Law' means relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended in 2004, 2011 and 2015.

'GDPR' stands for General Data Protection Regulation, an EU data privacy regulation that will come into force on 25th May 2018. It replaces the Data Protection Act (1998).

Section 3 - Your Rights:

Under the GDPR (General Data Protection Regulation), you have the following rights, which we will always work to uphold:

- a) the right to be informed about our collection and use of your personal data. This Privacy Policy should tell you everything you need to know, but you can always contact us to find out more or to ask any questions.
- b) the right to access the personal data we hold about you.
- c) the right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us to find out more by emailing info@baylissandbooth.co.uk
- d) the right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we have.
- e) the right to restrict (i.e. prevent) the processing of your personal data.
- f) the right to object to us using your personal data for a particular purpose or purposes.
- g) the right to data portability. This means that you can ask us for a copy of your personal data held by us to re-use with another service or business.

For more information about our use of your personal data or exercising your rights as outlined above, please contact us.

Further information about the GDPR can also be obtained from <https://ico.org.uk/>

Section 4 - Types of data we collect:

Some data will be collected automatically by our websites; some will only be collected if you voluntarily submit it, for example, when signing up to receive e-newsletters or downloadable content: and some will be collected using non-website based methods. Depending on the method used, we may collect some or all of the following data:

- name
- email address
- gender (inferred through name)
- business/company name
- job title
- profession (inferred through name)
- telephone numbers
- demographic information such as address, postcode, preferences and interests
- financial information such as credit/debit card numbers
- IP address (automatically collected)
- website browser type and version (automatically collected)
- a list of URLs starting with a referring site, your activity on our site, and the site you exit to
- (automatically collected)
- domain names

Section 5 - Types of data we collect:

How & why we collect this data

Website Cookies

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used to make websites work more efficiently and to make the customer's user experience more enjoyable. They also provide information to the owners of the site.

We have carefully chosen these cookies and have taken steps to ensure that your privacy is protected and respected at all times.

Before cookies are placed on your computer or device, you will be shown a prompt e.g. a pop-up message, requesting your consent to set those cookies. You may deny consent, but this may lead to features of our website not functioning as intended.

All the cookies used by and on our site are used in accordance with current UK and EU Cookie Law.

Below we will explain the cookies we use and why:

Google Analytics

When a customer visits www.baylissandbooth.co.uk we use a third-party service, Google Analytics, to collect standard internet log information and details of your behaviour patterns. We do this to find out things such as the number of visitors to various parts of the website and where these visitors have come to the website from. Google Analytics collects this information anonymously and we do not attempt to find out the identities of those visiting our website.

To view Google Analytics' Privacy Policy, please visit:
<https://policies.google.com/privacy?hl=en>

Or to 'opt out' of Google Analytics, visit: <https://tools.google.com/dlpage/gaoptout>

Our Content Management System (CMS) tracks technical data for spam and logging purposes. This includes user agent strings from your browser and their IP address as well as page and environment data.

Squarespace

Please view Squarespace's Cookie policy for more information.
<https://www.squarespace.com/cookie-policy/>

N.B. You may access our website without providing any data at all through our use of cookies. However, to use all features and functions available on our site you may be required to submit or allow for the collection of certain data.

Mailing Lists

When you subscribe to our monthly e-newsletter, or sign up to receive any special offers or downloads, we collect some of your personal information including name and email address. We use that information for the following purposes:

- to provide you with information we think may be helpful or of interest to you
- to tell you about our latest news, offers and events
- to contact you if we need to provide any additional information.

We do not share mailing lists with other organisations or individuals without your consent.

E-Newsletters

We use a third-party provider, Mailchimp, to send our e-newsletters. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our e-newsletter.

Please visit Mailchimp's Privacy Policy here:

<https://mailchimp.com/legal/privacy/>

Direct from you

During a meeting or over the phone, we often take personal information direct from you: as a client or prospect. This information may include name, telephone number, email address and a personal or business address. We collect this information so that we can keep in touch with you via some or all of the following channels:

- phone
- email
- post
- social media.

Bayliss & Booth will never call or email you without prior consent. Any marketing materials we send out in the post will display an explicit 'opt-out' instruction should you wish to stop receiving marketing materials from us.

Website visitor subscribes and sign-ups

If you subscribe to our e-newsletter, sign up for a download from our website, we may require your name and email address. We collect this information so that we can keep in touch with you. By ticking the consent box, you are agreeing that you are happy receive marketing emails, post and the occasional telephone call from us.

For information on how to 'opt-out' of our mailing list, and to find out where this information is stored, please go to section 6.

Third Parties

Sometimes, personal data is collected through 'third party' software necessary for our business, such as PayPal and our Card processing provider.

To take card payments, the card reader records the following data: last 4 digits of credit or debit card. We do not write card details down.

This is recorded so that we can provide customers with a receipt or refund of purchase if necessary.

Section 6 - Where we store data

We use a number of third-party software systems to store our customer data. Below, each software is listed with the type of information it holds:

Wordpress notes: Our Current Website - www.baylissandbooth.co.uk we do not currently e-commerce through this site.

Wordpress: some personal information may be stored by Wordpress. View Wordpress's Privacy Policy for more information: <https://en-gb.wordpress.org/about/privacy/>

Mailchimp: We use Mailchimp to send our monthly e-newsletters. If you sign up for our e-newsletter via www.baylissandbooth.co.uk, your data is automatically input into Mailchimp and added to our mailing list. Data stored:

- full name
- email address
- IP address

These details remain on the mailing list until you 'unsubscribe' or ask to be 'forgotten' (deleted) from the list. You can unsubscribe by clicking the titled link at the bottom of our Mailchimp e-newsletters.

View Mailchimp's Privacy Policy here: <https://mailchimp.com/legal/privacy/>

PayPal: If you pay for one of our services using PayPal, Bayliss & Booth has access to some of the information required for the transaction that is stored in PayPal. Data stored:

- the last 4 digits of the debit/credit card used for payment
- your email address
- your name

We retain this information as we are required by law, to retain sales records for 6 years and we do not pass your details to any third parties.

To view PayPal's Privacy Policy, visit <https://www.paypal.com/en/webapps/mpp/ua/privacy-f...>

Section 7 - Do we share your data?

On occasion, we may share your data with other third-party organisations:

1. Companies that are within or subcontracted by Bayliss & Booth, such as courier services.
2. Information shared will be limited to the minimum required to fulfil the agreed service.
3. We may also share your data with third party software's (these are listed in section 6) if necessary.

We may sometimes contract with these third parties to supply services to you on our behalf. These may include payment processing, delivery of goods, search engine facilities and advertising and marketing. In some cases, these third parties may require access to some or all of your data. Where any of your data is required for such a purpose, we will take all reasonable steps to ensure that your data will be handled safely, securely, and in accordance with your rights, our obligations, and the obligations of the third party under the law.

We may compile statistics about the use of our site including data on traffic, usage patterns, user numbers, sales, and other information. All such data will be anonymised and will not include any identifying information.

Data will only be shared and used within the bounds of the law. In certain circumstances we may be legally required to share certain data held by us, which may include your personal information, for example, where we are involved in legal proceedings, where we are complying with the requirements of legislation, a court order, or a governmental authority. We do not require any further consent from you in order to share your data in such circumstances and will comply as required with any legally binding request that is made of us.

Section 8 - Access to your personal information

Under the GDPR, you are entitled to view, amend, or delete the personal information that we hold. Email your request to info@baylissandbooth.co.uk

Section 9 - Changes to this Privacy Policy

We may change this Privacy Policy from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal information. If and when changes occur, Bayliss & Booth will notify you immediately. To make an enquiry, please email info@baylissandbooth.co.uk