



Declutter Dream

www.declutterdream.co.uk

PRIVACY POLICY & GDPR

1. Introduction

This Privacy Policy applies to the GDPR (General Data Protection Regulations) and provides you with details of how We collect and process your personal data through your use of Our website www.declutterdream.co.uk.

I, Carla Lapworth, trading as Declutter Dream am the Data Controller and will be responsible for your personal data (referred to as “We”, “Us” or “Our” in this privacy notice).

This means that I am the person responsible for keeping your information safe and secure. I am also responsible for providing you with a copy of the information I hold on file for you should you request it and disposing of your information if you ask me to. **NB:** We may be required by law to retain certain information on file for a specific period of time, after which it may be removed. You will be made fully aware of these instances.

If you have any questions relating to Our Privacy Policy you can contact Us at, support@declutterdream.co.uk

It is very important that the information We hold about you is accurate and up to date. Please let Us know at any time if your personal information changes by emailing Us at, support@declutterdream.co.uk.

2. What data do we collect about you, for what purpose and on what grounds do we process it

Personal data means any information capable of identifying an individual. It does not include anonymised data. We may process the following categories of personal data about you:

- Communication Data - this includes any communication that you send to Us whether it be through the contact form on Our website, via email, text, social media messaging/posting or

any other communication that you send to Us. Our lawful ground for this processing is Our legitimate interests which in this case are to reply to communications sent to Us, to keep accurate, up to date records and to establish, pursue or defend legal claims.

- Customer Data - this includes data relating to any purchases of goods and/or services such as your name, title, billing address, delivery address, email address, phone number, contact details, purchase details and your card details. We retain and process this data to supply the goods and/or services you have purchased and to keep records of such transactions. Our lawful ground for this processing is Our legitimate interests which in this case are Our performance of a contract between you and Us and/or taking steps at your request to enter into such a contract.
- User Data - this includes data about how you use Our website and any online services together with any data that you post for publication on Our website or through other online services. We process this data to operate Our website and ensure relevant content is provided to you, to ensure the security of Our website, to maintain back- ups of Our website and/or databases and to enable publication and administration of Our website, other online services and business. Our lawful ground for this processing is Our legitimate interests which in this case enables Us to properly administer Our website and Our business.
- Technical Data - this includes data about your use of Our website and online services such as your IP address, your login data, details about your browser, length of visit to pages on Our website, page views and navigation paths, details about the number of times you use Our website, time zone settings and other technology on the devices you use to access Our website. The source of this data is from Our analytics tracking system which is provided by Squarespace. We process this data to analyse your use of Our website and other online services, to administer and protect Our business and website, to deliver relevant web content and advertisements to you and to understand the effectiveness of Our advertising. Our lawful ground for this processing is Our legitimate interests which in this case are to enable Us to properly administer Our website and Our business, to grow Our business and to decide Our marketing strategy.
- Marketing Data - this includes data about your preferences in receiving marketing from Us and Our third parties and your communication preferences. We process this data to enable you to partake in Our promotions such as competitions, prize draws and free give-aways, to deliver relevant website content and advertisements to you and to measure or understand the effectiveness of this advertising. Our lawful ground for this processing is Our legitimate interests which in this case are to study how customers use Our products/services, to develop them, to grow Our business and to decide Our marketing strategy.
- We may use Customer Data, User Data, Technical Data and Marketing Data to deliver relevant website content and advertisements to you (including Facebook adverts or other display advertisements) and to measure or understand the effectiveness of the advertising We serve you. Our lawful ground for this processing is our legitimate interest which is to grow Our business. We may also use such data to send other marketing communications to you. Our lawful ground for this processing is either consent or legitimate interests (namely to grow Our business).
- Sensitive Data - Sensitive data refers to data that includes details about your race or ethnicity, religious or philosophical beliefs, sexual orientation, political opinions, trade union membership, information about your physical and mental health and genetic and biometric data. We do not collect any information about criminal convictions and offences. If you subscribe to Our newsletter or download any of Our resources, We do not collect any Sensitive Data about you.

For customers that We work with (whether in person or virtually), We may need to collect some of the following sensitive data about you. This is to be able to deliver a service that is tailored to your lifestyle and personal needs or goals. Sensitive data may include race or ethnicity, religious or philosophical beliefs, sexual orientation, information about your physical and mental health as well as details about other relevant individuals sharing your environment with you (such as family member's names, ages of children etc).

We require your explicit consent for processing sensitive data, so when you submit your details, We will send you a further communication asking for you to confirm your consent to this processing.

Where We are required to collect personal data by law, or under the terms of the contract between Us and you do not provide Us with that data when requested, We may be unable to perform the contract (for example, to deliver goods or services to you). If you don't provide Us with the requested data, We may have to cancel a product or service you have ordered but if We do, We will notify you at the time. **NB:** Sensitive data is not compulsory for Us to perform a contract but if you share such information it could enhance your experience working with Us (virtually or in person).

We will only use your personal data for the purpose it was collected or for a reasonably compatible purpose if necessary. For more information on this please email us at support@declutterdream.co.uk . In case We need to use your details for an unrelated new purpose We will let you know and explain the legal grounds for processing.

We may process your personal data without your prior knowledge or consent where this is required or permitted by law.

3. How We Collect Your Personal Data

We may collect data about you where you have provided the data directly to Us (for example by filling in forms on Our website, through Our social media platforms, during your consultation, at live events or by you sending Us emails).

We may automatically collect certain data from you as you use Our website by using cookies and similar technologies.

We may receive data from third parties such as analytics providers (e.g. Google), advertising networks (e.g. Facebook), search information providers (e.g. Google) and providers of technical, payment and delivery services (e.g. data brokers or aggregators).

We may also receive data from publicly available sources such as Companies House and the Electoral Register.

4. Marketing Communications

Our lawful ground of processing your personal data to send you marketing communications is either your consent or Our legitimate interests (namely to grow our business).

Under the Privacy and Electronic Communications Regulations, we may send you marketing communications from Us if:

- you made a purchase or asked for information from Us about Our goods or services;
- you agreed to receive marketing communications

and in each case you have not opted out of receiving such communications since. Under these regulations, if you are a limited company, We may send you marketing emails without your consent. However you can still opt out of receiving marketing emails from Us at any time.

Before we share your personal data with any third party for their own marketing purposes We will get your express consent.

You can ask Us (or third parties) to stop sending you marketing messages at any time by emailing Us at support@declutterdream.co.uk at any time.

If you opt out of receiving marketing communications this opt-out does not apply to personal data provided as a result of other transactions, such as purchases, warranty registrations etc.

5. Disclosures Of Your Personal Data

We may have to share your personal data with the parties set out below:

- Service providers who provide IT and system administration services;
 - Professional advisers including lawyers, bankers, accountants, auditors and insurers;
 - Government bodies that require Us to report processing activities;
 - Subcontractors or partners representing Us to fulfil a virtual or onsite service;
 - Third parties to whom We sell, transfer, or merge parts of Our business or Our assets. **NB:** We will not sell or provide your data to third parties for marketing purposes.

We require all third parties to whom We transfer your data to respect the security of your personal data and to treat it in accordance with the law. We only allow such third parties to process your personal data for specified purposes and in accordance with Our instructions.

7. Data Security

We may allow access to your personal data only to those employees, subcontractors and partners who have a business need to know such data. They will only process your personal data on Our instructions and they must keep it confidential. We have the relevant insurance and procedures in place to deal with any suspected personal data breach and will notify you and any applicable

regulator of a breach where legally required. We also have security measures in place (such as holding the relevant insurance and obtaining antivirus software which is managed and maintained regularly) to prevent your personal data from being accidentally lost, used, altered, disclosed, or accessed without authorisation.

8. Data Retention

We will only retain your personal data for as long as necessary to fulfil the purposes We collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. When deciding what the correct time is to keep the data for We look at it's amount, nature and sensitivity, potential risk of harm from unauthorised use or disclosure, the processing purposes and whether these can be achieved by other means and legal requirements.

For tax purposes, the law requires Us to keep basic information about Our customers (including Contact, Identity, Financial and Transaction Data) for up to a maximum of seven years after they ceased being one of Our customers.

For enquiries by email, phone or via the website We may keep your contact details for up to 2 years from Our last point of contact. This gives Us an opportunity to see how your project is developing as well as determining if you may require Our services again in the future.

You can ask to be removed from Our prospect list by emailing us at support@declutterdream.co.uk at any time.

In some circumstances We may anonymise your personal data for research or statistical purposes in which case We may use this information indefinitely without further notice to you.

9. Your Legal Rights

Under data protection laws you have rights in relation to your personal data that include the right to request access, correction, erasure, restriction, transfer, to object to processing, to portability of data and (where the lawful ground of processing is consent) to withdraw consent.

You can see more about these rights at:

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights>

If you wish to exercise any of the rights set out above, please email Us at support@declutterdream.co.uk You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, We may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive, or refuse to comply with your request in these circumstances.

We may need to request specific information from you to help Us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up Our response.

We try to respond to all legitimate requests within one month. Occasionally it may take Us longer than a month if your request is particularly complex or you have made a number of requests. In this case, We will notify you.

If you are not happy with any aspect of how We collect and use your data, you have the right to complain to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We should be grateful if you would contact Us first if you do have a complaint so that We can try to resolve it for you.

10. Third-Party Links

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave Our website, we encourage you to read the privacy notice of every website you visit.

11. Cookies

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of Our website may become inaccessible or may not function properly.

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