



## Privacy Policy

### **Your privacy. Our priority.**

If you're going to share your personal data with us, you'll want to know how we protect it and respect your personal data rights. If you're a client you'll know this already – let us know if you want a reminder and we'll send you our 'client privacy notice' again.

### **How we obtained your data**

We are not in the business of buying databases. We use very limited means to obtain your data. It is either through working with you, a meeting we've had, an enquiry you've made, contact details that are publically available, a business card you've given us, a networking event we've attended together or through a referral or recommendation.

### **What we collect**

We collect your contact details, personal preferences and interests you have shared with us in order to deliver and tailor our marketing emails to you.

### **How we use your data**

We're committed to using your personal data responsibly, respectfully and lawfully. Nobody likes unwanted, cold marketing campaigns clogging their inbox.

We use your data to:

- Communicate with you and answer your queries;
- Send you emails about employment law updates, training sessions and other services we offer;
- Track who and how many times our email updates have been opened;
- Track who, which, and how many times our webpages and web-links have been visited.

We use this information to develop and update our products and services, as well as inform our approach according to the resonant trends, patterns and data we gather from our emails and website.

We'll only use and store your personal data for the above purposes where you have given us consent.

### **Information about our use of cookies**

A cookie is a small file which may be placed on your computer when you access our website. Through the cookie we can recognise your computer and browsing activity if you return to the website.

We use cookies to allow our website to recognise when you return to our site (which helps us to optimise your visits) and cookies to track the life of each visit. If you'd like more information on cookies please let us know.

We use Google Analytics, Act! eMarketing and WordPress which allows us to collect information about how you use our site. If you access our website directly (and not via an email) your visits will be tracked anonymously. We use Google Analytics, Act! eMarketing and WordPress to understand how our website is being used in order to improve the experience for you. All user data is anonymous.

We use social buttons such as Twitter and LinkedIn to share or bookmark pages on our site or email updates. Those sites may collect information about your internet activity, including if your visit to our site (even if you don't click on the button if you're logged on to their site). You should check the privacy and cookies policy of each of these sites to see how they use your information and find out how to opt out and delete such information.

You are able to manage cookies. For more information please contact us. If you want to block all cookies all of the time you can set your computer preferences to do so.

### **Where is your data stored**

Your personal data is stored within the UK and on servers based within the UK,

### **Your data. Your rights**

You have the right to request access to the personal data we hold about you, to make amendments to it, to object to us processing it or for it to be permanently deleted. If you would like further information about these rights, or to exercise any of the above, please contact us.

You can ask us for a copy of the personal data that we hold on you by writing to the address below. We'll require two types of approved identity to process your request (passport, driving license etc.).

Incorrect information isn't helpful to anyone, so feel free to ask us to make corrections to data you consider to be inaccurate by writing to the address below.

### **When you can withdraw consent**

We don't do spam or junk email campaigns, and like to think everything we update you with is of relevance and interest for you. But, if you do decide you would like to say goodbye then as sad as that will make us, you can withdraw consent at any time by writing to us at the address below.

### **Sharing your personal data**

Sharing isn't always caring, so there are only a handful occasions where we will share your personal data with a third party. They are:

- When we're required to disclose it by law – e.g. to government bodies or our regulator;
- Between ourselves – e.g. to discuss and deal with a query that you may have;
- With our professional advisers (who are required to keep your data confidential);
- With our insurers;

The data controller collecting your personal data for the purpose of this policy is Dovecote Park Limited. We use accepted standards of technology and security to protect your personal data.

### **How long we keep your data**

If you've consented to us using and storing your personal data we'll check at least every couple of years that you want to continue receiving our emails (of course you do!) and delete your data from our systems if you no longer want to receive them.

**To address your concerns**

If you have any questions or queries about anything in this note, or would like to raise a concern or complaint with us, please get in touch by writing to our data protection officer at the address below.

**Postal address:**

Dovecote Park Limited

Bank Wood Road,

Stapleton

West Yorkshire

WF8 3DD