

PRIVACY NOTICE

Last updated 18th September 2020

Thank you for choosing to be part of the community at H Kennard Marketing and Copywriting ("**Company**", "**me**", "**I**", "**my**"). I am committed to protecting your personal information and your right to privacy. If you have any questions or concerns about this privacy notice, or my practices with regards to your personal information, please contact me at helskennard@hotmail.com.

When you visit my website <https://www.hkennardmarketingandcopywriting.co.uk> (the "**Website**"), and more generally, use any of my services (the "**Services**", which include the Website), I appreciate that you are trusting me with your personal information. I take your privacy very seriously. In this privacy notice, I seek to explain to you in the clearest way possible what information I collect, how I use it and what rights you have in relation to it. I hope you take some time to read through it carefully, as it is important. If there are any terms in this privacy notice that you do not agree with, please discontinue use of my Services immediately.

This privacy notice applies to all information collected through my Services (which, as described above, includes our Website), as well as, any related services, sales, marketing or events.

Please read this privacy notice carefully as it will help you understand what I do with the information that is collected.

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1. WHAT INFORMATION DO I COLLECT?

Personal information you disclose to me

In Short: I collect personal information that you provide to me.

I collect personal information that you voluntarily provide to me when you express an interest in obtaining information about me or my Services, when you participate in activities on the Website or otherwise when you contact me.

The personal information that I collect depends on the context of your interactions with me and the Website, the choices you make and the products and features you use. The personal information I collect may include the following:

Personal Information Provided by You. I collect names; phone numbers; email addresses; and other similar information.

All personal information that you provide to me must be true, complete and accurate, and you must notify us of any changes to such personal information.

Information automatically collected

***In Short:** Some information — such as your Internet Protocol (IP) address and/or browser and device characteristics — is collected automatically when you visit my Website.*

Certain information is automatically collected when you visit, use or navigate the Website. This information does not reveal your specific identity (like your name or contact information) but may include device and usage information, such as your IP address, browser and device characteristics, operating system, language preferences, referring URLs, device name, country, location, information about how and when you use my Website and other technical information. This information is primarily needed to maintain the security and operation of my Website, and for internal analytics and reporting purposes.

Like many businesses, I also collect information through cookies and similar technologies.

The information we collect includes:

- *Log and Usage Data.* Log and usage data is service-related, diagnostic, usage and performance information our servers automatically collect when you access or use my Website and which we record in log files. Depending on how you interact, this log data may include your IP address, device information, browser type and settings and information about your activity in the Website (such as the date/time stamps associated with your usage, pages and files viewed, searches and other actions you take such as which features you use), device event information (such as system activity, error reports (sometimes called 'crash dumps') and hardware settings).
- *Device Data.* Device data such as information about your computer, phone, tablet or other device you use to access the Website is collected. Depending on the device used, this device data may include information such as your IP address (or proxy server), device and application identification numbers, location, browser type, hardware model Internet service provider and/or mobile carrier, operating system and system configuration information.
- *Location Data.* Location data such as information about your device's location, which can be either precise or imprecise, is collected. How much information collected depends on the type and settings of the device you use to access the Website. You can opt out of allowing us to collect this information either by

refusing access to the information or by disabling your Location setting on your device.

2. HOW DO I USE YOUR INFORMATION?

***In Short:** I process your information for purposes based on legitimate business interests, the fulfilment of my contract with you, compliance with my legal obligations, and/or your consent.*

I use personal information collected via our Website for a variety of business purposes described below. I process your personal information for these purposes in reliance on our legitimate business interests, in order to enter into or perform a contract with you, with your consent, and/or for compliance with my legal obligations.

I use the information I collect or receive:

- **To facilitate account creation and logon process.** If you choose to link your account with me to a third-party account (such as your Google or Facebook account), I use the information you allowed me to collect from those third parties to facilitate account creation and logon process for the performance of the contract.
- **To post testimonials.** I post testimonials on our Website that may contain personal information. Prior to posting a testimonial, I will obtain your consent to use your name and the content of the testimonial. If you wish to update, or delete your testimonial, please contact me at helskennard@hotmail.com and be sure to include your name, testimonial location, and contact information.
- **Request feedback.** I may use your information to request feedback and to contact you about your use of my Website.
- **To enable user-to-user communications.** I may use your information in order to enable user-to-user communications with each user's consent.
- **To manage user accounts.** I may use your information for the purposes of managing our account and keeping it in working order.
- **Fulfil and manage your orders.** I may use your information to fulfil and manage your orders and payments.
- **To deliver and facilitate delivery of services to the user.** I may use your information to provide you with the requested service.
- **To respond to user enquiries/offer support to users.** I may use your information to respond to your enquiries and solve any potential issues you might have with the use of my Services.
- **To send you marketing and promotional communications.** I and/or our third-party marketing partners may use the personal information you send to us for marketing purposes, if this is in accordance with your marketing preferences. You

can opt-out of our marketing emails at any time (see the "[WHAT ARE YOUR PRIVACY RIGHTS](#)" below).

- **Deliver targeted advertising to you.** I may use your information to develop and display personalised content and advertising (and work with third parties who do so) tailored to your interests and/or location and to measure its effectiveness.

3. WILL YOUR INFORMATION BE SHARED WITH ANYONE?

***In Short:** I only share information with your consent, to comply with laws, to provide you with services, to protect your rights, or to fulfil business obligations.*

I may process or share your data that I hold based on the following legal basis:

- **Consent:** I may process your data if you have given me specific consent to use your personal information for a specific purpose.
- **Legitimate Interests:** I may process your data when it is reasonably necessary to achieve legitimate business interests.
- **Performance of a Contract:** Where I have entered into a contract with you, I may process your personal information to fulfil the terms of our contract.
- **Legal Obligations:** I may disclose your information where we are legally required to do so in order to comply with applicable law, governmental requests, a judicial proceeding, court order, or legal process, such as in response to a court order or a subpoena (including in response to public authorities to meet national security or law enforcement requirements).
- **Vital Interests:** I may disclose your information where we believe it is necessary to investigate, prevent, or take action regarding potential violations of my policies, suspected fraud, situations involving potential threats to the safety of any person and illegal activities, or as evidence in litigation in which we are involved.

More specifically, I may need to process your data or share your personal information in the following situations:

- **Vendors, Consultants and Other Third-Party Service Providers.** I may share your data with third-party vendors, service providers, contractors or agents who perform services for me or on our behalf and require access to such information to do that work. Examples include: payment processing, data analysis, email delivery, hosting services, customer service and marketing efforts. I may allow selected third parties to use tracking technology on the Website, which will enable them to collect data on our behalf about how you interact with my Website over time. This information may be used to, among other things, analyse and track data, determine the popularity of certain content, pages or features, and better understand online activity. Unless described in this notice, I do not share, sell, rent or trade any of your information with third parties for their promotional purposes. The data processors cannot do anything with your personal information unless we have instructed them to do it. They will also not

share your personal information with any organisation apart from us. They also commit to protect the data they hold on our behalf and to retain it for the period we instruct.

4. WHO WILL YOUR INFORMATION BE SHARED WITH?

In Short: I only share information with the following third parties.

I only share and disclose your information with the following third parties.

- **Web and Mobile Analytics**

Google Analytics

- **Website Hosting**

Wix

5. DO I USE COOKIES AND OTHER TRACKING TECHNOLOGIES?

In Short: I use cookies and other tracking technologies to collect and store your information.

Cookies are small pieces of data stored on a site visitor's browser. They are typically used to keep track of the settings users have selected and actions they have taken on a site.

Third parties who have access to cookies and similar tracking technologies (like web beacons and pixels) to access or store information include Wix and Google Analytics.

Wix uses cookies for important reasons, such as:

To provide a great experience for your visitors and customers.

To identify your registered members (users who registered to your site).

To monitor and analyse the performance, operation and effectiveness of Wix's platform.

To ensure our platform is secure and safe to use.

More information can be found at <https://support.wix.com/en/article/cookies-and-your-wix-site>

Google Analytics is the most widely used web analytics service on the internet. This Google service shows detailed statistics about how users interact with my website including traffic, average time on site, geographic location of visitors and other useful metrics. It also incorporates marketing tools such as AdWords and remarketing advertising capabilities. Google Analytics uses cookies to help identify unique users, identify unique sessions, gather information and store information, and for remarketing, third party cookies, or DoubleClick cookies, can be used as well.

More information can be found at

<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>

Most Web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove cookies and to reject cookies. If you choose to

remove cookies or reject cookies, this could affect certain features or services of my Website.

6. HOW LONG DO I KEEP YOUR INFORMATION?

In Short: I keep your information for as long as necessary to fulfil the purposes outlined in this privacy notice unless otherwise required by law.

I will only keep your personal information for as long as it is necessary for the purposes set out in this privacy notice, unless a longer retention period is required or permitted by law (such as tax, accounting or other legal requirements).

When we have no ongoing legitimate business need to process your personal information, I will either delete or anonymise such information, or, if this is not possible (for example, because your personal information has been stored in backup archives), then I will securely store your personal information and isolate it from any further processing until deletion is possible.

7. HOW DO I KEEP YOUR INFORMATION SAFE?

In Short: I aim to protect your personal information through a system of organisational and technical security measures.

I have implemented appropriate technical and organisational security measures designed to protect the security of any personal information I process. However, despite safeguards and efforts to secure your information, no electronic transmission over the Internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cybercriminals, or other unauthorised third parties will not be able to defeat our security, and improperly collect, access, steal, or modify your information. Although I will do my best to protect your personal information, transmission of personal information to and from my Website is at your own risk. You should only access the Website within a secure environment.

8. DO I MAKE UPDATES TO THIS NOTICE?

In Short: Yes, I will update this notice as necessary to stay compliant with relevant laws.

I may update this privacy notice from time to time. The updated version will be indicated by an updated "Revised" date and the updated version will be effective as soon as it is accessible.

Changes and clarifications will take effect immediately upon their posting on the website. If I make material changes to this privacy notice, I may notify you either by prominently posting a notice of such changes or by directly sending you a notification. I encourage you to review this privacy notice frequently to be informed of how I am protecting your information.

9. HOW CAN YOU CONTACT ME ABOUT THIS NOTICE?

If you have questions or comments about this notice, you may email me at helskennard@hotmail.com or by post to:

H Kennard Marketing and Copywriting
5 Railway Cottages
Reading Road
Goring on Thames
Berkshire RG8 0ES
United Kingdom

10. HOW CAN YOU REVIEW, UPDATE, OR DELETE THE DATA I COLLECT FROM YOU?

Based on the applicable laws of your country, you may have the right to request access to the personal information I collect from you, change that information, or delete it in some circumstances. To request to review, update, or delete your personal information, please contact me at helskennard@hotmail.com or send by post to:

H Kennard Marketing and Copywriting
5 Railway Cottages
Reading Road
Goring on Thames
Berkshire RG8 0ES
United Kingdom

I will respond to your request within 30 days.