

PRIVACY POLICY

PRIVACY & COOKIES POLICY

Arden Kelly is committed to ensuring that your privacy is protected. This privacy policy outlines how we process, store, transfer and delete personal information. Please read this Privacy Policy carefully. When you visit our company website, or otherwise provide us with your personal information online, you consent to the treatment of your personal information as we describe herein. This privacy policy applies to the websites and online services for Arden Kelly. This privacy policy does not apply to information collected offline or by any third-party websites or services that are not owned or operated by Arden Kelly. We have taken measures to ensure an adequate level of security for personal information processed via our company websites. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement. We shall implement suitable measures to safeguard the data subject's rights and freedoms and legitimate interests. Arden Kelly will never sell or disclose your personal information to any third party for marketing or other purposes only if required to do so by law. All information is obtained, held and processed

in a professional manner in accordance with the Data Protection Act 1998 and the provisions of the GDPR. This policy may be reviewed and updated periodically by Arden Kelly. Where evaluation and amendments are necessary due to legislative changes, this will be done immediately. This policy is effective from 01/01/2021.

OUR GDPR PRINCIPLES Data is processed lawfully, fairly and in a transparent manner. Data is obtained for specified, explicit and legitimate purposes. Data processed is adequate, relevant and limited to what is necessary. Data is accurate and kept up to date, where applicable. Data is not kept for longer than necessary. Data is processed to ensure appropriate security of personal data.

INFORMATION COMMISSIONER'S OFFICE (ICO) The ICO is the UK's independent authority that promotes openness of public information and protection of private information. You have the right to contact them should you wish.

Details can be found on their website: <https://ico.org.uk/>

DATA COLLECTION Arden Kelly will collect and process information for all lawful purposes in the operation and conduct of our business. Information held is confidential and will be used only for the purpose it is intended and for which permission has been granted. We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. When you contact us through our websites, we may use the personal information you provide, such as your name, email address, company name and telephone number, to respond to your query, to administer our business activities and to help us improve our products and services. We may also use this personal information to subscribe you to our newsletter if you

have given us your permission to do so. Our websites and newsletter may link with Social Media platforms. When you interact with our accounts through a social media account, we may automatically receive information from this external platform. We may also receive information about you through third parties, such as business partners, advertising networks, analytics providers and search information providers. We will only collect and process this information to improve our customer service and to customise our websites according to your interests.

ACCURACY OF DATA We will always try to ensure that the personal information we hold about you is accurate and relevant. You may ask us to correct or remove information you think is inaccurate at any time. If you believe the information we hold about you is out of date or incorrect, please click on the 'Update your Preferences' link found at the bottom of all email communication or contact us using our contact details below or email us at email@ardenkelly.com.

ACCESS TO INFORMATION The Data Protection Act 1998 and the General Data Protection Regulation give you the right to request access to any information we hold on you at any time. Please email us at email@ardenkelly.com or refer to the contacts section below to request access to your personal information.

DATA RETENTION POLICY Personal information is retained for the time necessary to accomplish the purpose(s) for which it was collected and processed, as long as we consider it useful to contact you, or as needed to comply with our legal obligations. Where data is not needed for legal or statutory purposes we will delete this information at any time if you request. Please email us at email@ardenkelly.com or refer to the contacts section below to request your data to be deleted. Arden Kelly

shall no longer process the personal data in the event of the objection, unless we can demonstrate compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject, or for the establishment, exercise or defence of legal claims.

LINKS TO OTHER WEBSITES Our website may contain links to and from external websites, advertisers and affiliates. If you follow a link to any of these websites, please note that these will be governed by their own privacy policies. We do not accept liability or responsibility for the protection and privacy of any personal information you provide whilst visiting such sites and such sites are not governed by this privacy statement. Please refer to the relevant policies below before you submit any personal data to these websites.

Instagram

https://help.instagram.com/519522125107875?helpref=page_content

Facebook <https://facebook.com/about/privacy>

LinkedIn <https://www.linkedin.com/legal/preview/privacy-policy>

Pinterest <https://policy.pinterest.com/en/privacy-policy>

Twitter <https://twitter.com/en/privacy>

Squarespace <https://www.squarespace.com/privacy/>

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

COOKIES POLICY We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and

managerial procedures to safeguard and secure the information we collect online. The only cookies in use on our website are for Google Analytics. Google Analytics is a web analytics tool that helps us understand how visitors engage with our website. We may collect information about your computer, including your IP address, operating system and browser type. This is statistical data about our users' browsing actions and patterns and does not identify any individual. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. Please be aware that this may prevent you from taking full advantage of the website.

Thank you!

CHANGES TO THIS PRIVACY NOTICE We reserve the right to update this privacy notice at any time, and we will provide you with a new privacy notice when we make any substantial updates. We may also notify you in other ways from time to time about the processing of your personal information.

CONTACT DETAILS

Arden Kelly

email@ardenkelly.com

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