



## **PRIVACY POLICY, THIS IS ME AGENCY LTD**

This privacy policy advises how This is Me Agency Ltd uses and protects any personal information that you provide when you use this website.

It is our policy to respect the privacy of all users of our services. This Privacy Policy has been established to help you understand our commitment to protecting your privacy and personal data, and the steps we take to ensure it. By visiting and/or using any of the services, you agree to be bound by the terms of the present Privacy Policy.

This is Me Agency Ltd may change this policy from time to time by updating this page. You should check this page for updates. Last review of this policy was 1<sup>st</sup> June 2022.

### **VISITORS TO OUR WEBSITE**

When someone visits [www.thisismeagency.co.uk](http://www.thisismeagency.co.uk) we use third-party services, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, any attempt to find out the identities of those visiting our website. If we do want to collect personally identifiable information through our website, we will be up front about this. We will make it clear when we collect personal information and will explain what we intend to do with it.

### **THE PERSONAL DATA WE COLLECT ABOUT YOU WHEN YOU CONTACT US VIA OUR WEBSITE, SOCIAL MEDIA, EMAIL OR TELEPHONE**

Personal data, or personal information, means any information about an individual from which that person can be identified. You can find out more about personal data from the Information Commissioners Office.

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

- Identity Data includes first name and last name
- Contact Data includes address, email address and telephone numbers.

We gather statistics around social media clicks and interactions to help us monitor and improve our digital presence.

We use Ionos to encrypt and protect email traffic in line with government recommendations. If your email service does not support TLS, you should be aware that any emails we send or receive may not be protected in transit.



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We will also monitor any emails sent to us, including file attachments, for viruses or malicious software. Please be aware that you have a responsibility to ensure that any email you send is within the bounds of the law.

Where enquiries are submitted to us, we will only use the information supplied to us to deal with the enquiry and any subsequent issues and to check on the level of service we provide.

### **DATA BREACHES**

We have a duty to monitor and detect any potential data breach (for example if we believe email addresses or personal data has been stolen from us or any of our data processing partners). If we suspect a data breach has occurred, we will report it immediately to the ICO (Information Commissioners Office) and, if necessary, to do so, the data subject(s).

### **COOKIES**

Cookies are small files which are stored on a user's computer. They are designed to hold a modest amount of data specific to a client and website and can be accessed either by the web server or the client computer. This allows the server to deliver a page tailored to a particular user, or the page itself can contain some script which is aware of the data in the cookie and so is able to carry information from one visit to the website (or related site) to the next.

We currently use cookies for analytics – this helps us understand our visitors and how they use our website, what directed them here, our most popular (and least popular) pages etc. Like most websites, we use this information to make our website better.

### **LINKS TO OTHER WEBSITES**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

### **SECURITY AND PERFORMANCE**

This is Me Agency uses a third-party service, to host our website and help maintain its security and performance. To deliver this service it processes the IP addresses of visitors to the This is Me Agency Ltd website.



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### FACEBOOK, TWITTER, AND OTHER SOCIAL NETWORKS

These services provide social buttons and similar features which we use on our website – such as the “Like” and “Tweet” buttons. To do so we embed code that they provide, and we do not control ourselves. To function, their buttons generally know if you are logged in; for example, Facebook use this to say, “x of your friends like this”. We do not have any access to that information, nor can we control how those networks use it. Social networks therefore *could* know that you are viewing our website if you use their services.

### EMAIL MARKETING

If you sign up to receive our monthly Newsletter, we will process your data for marketing purposes using ‘Legitimate Interests’ as our lawful basis for doing so. ‘Legitimate Interests’ means that we can process your personal information if we have a genuine and legitimate reason, and we are not harming any of your rights and interests. You will always have the right to opt out at any time and we will always honour any such requests. We will not pass your details to third parties, other than data processing partners.

### CONTROLLING YOUR PERSONAL INFORMATION

You may choose to restrict the collection or use of your personal information in the following ways:

- If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us
- If you have previously signed up to receive our regular newsletter, you can unsubscribe at any time by clicking unsubscribe from the bottom of the email.

### DISCLOSURE OF PERSONAL INFORMATION

We do not disclose personal data without consent.

### ACCESS TO PERSONAL INFORMATION

This is Me Agency Ltd try to be as open as possible in terms of giving people access to their personal information. Individuals can find out if we hold any personal information by making a ‘subject access request’ under the Data Protection Act 1998.

If we do hold information about you, we will:

- give you a description of it;
- tell you why we are holding it;
- tell you who it could be disclosed to; and



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- let you have a copy of the information in an intelligible form.

To make a request to This is Me Agency Ltd for any personal information we may hold, you need to put the request in writing.

### **CHANGE OF PURPOSE**

We will only use your personal data for the purposes for which we collected it.

If we need to use your personal data for an unrelated purpose, we will notify you and explain the legal basis which allows us to do so. Please note we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

### **YOUR RIGHTS**

Under the Data Protection Act 1998, you have rights as an individual which you can exercise in relation to the information, we hold about you.

### **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.

### **COMPLAINTS**

If you want to make a complaint about the way we have processed your personal information, please contact us in writing at This is Me Agency Ltd, Office 26, Derwentside Business Centre, Consett Business Park, Consett, Co Durham, DH8 6BP.

### **ANY QUERIES?**

If you have any questions about this policy or your personal data, please email us at [hello@thisismeagency.co.uk](mailto:hello@thisismeagency.co.uk), telephone us on 01207 423296 or write to us at: This is Me Agency Limited, Office 26, Derwentside Business Centre, Consett Business Park, Consett, Co Durham, DH8 6BP