

# Privacy Notice

## Purpose

At ScarleTTabbott, customer privacy is very important and we are committed to protecting the privacy and security of all personal information.

This Privacy Notice sets out the data processing practices carried out by ScarleTTabbott through the use of our website, internet and any other electronic communications networks we employ.

ScarleTTabbott recognises and fully respects the privacy and personal data of our existing clients, past clients, potential clients and visitors to our website. This Privacy Notice sets out what personal data we may collect from you and how that may be used by us in accordance with the General Data Protection Regulation (GDPR).

ScarleTTabbott is a “data controller”. This means that we are responsible for deciding how we hold and use personal information.

It is important that you read this notice, together with any other Privacy Notices we may provide on specific occasions, when we are collecting or processing personal information, so you are aware of how and why we are using such information.

## Data protection

ScarleTTabbott will comply with data protection law. This means that the personal information we hold about you must be:

- used lawfully, fairly and in a transparent way;
- collected only for the purposes indicated and not used in any way that is incompatible with said purposes;
- relevant and limited only to said purposes;
- accurate and kept up to date;
- kept only as long as is necessary; and
- kept securely.

## Collection of Personal Data

We may collect information from you in the following ways:

- Engaging with you to undertake Internal Communication consultancy, design or editorial services in relation to a product, service or project;
- Via our website on our “contact us” email, [hello@scarlettabbott.co.uk](mailto:hello@scarlettabbott.co.uk) where we collect your name and email address, so we can contact you back;
- when you provide your details by taking part in industry research carried out by or on behalf of us, which may be via social media, networking links, or other means of electronic communications;
- when you provide your details via a product or tool built by ScarleTTabbott, which requires you to give personal data. This may be via survey, social media, networking links, or other means of electronic communications.

ScarleTTabbott must have a legal basis for processing your personal data and the legal basis we rely upon when providing or offering to provide services to you include:

- where we need to comply with a legal obligation;
- where we need to perform the contract we have entered into with you;
- for marketing purposes, in relation to our products and services;
- where it is necessary for your legitimate interests and our legitimate interests (or those of a third party), and where your fundamental rights do not override those interests.

## What information is collected?

We may collect the following information:

- name and job title;
- contact information including telephone numbers and email addresses;
- demographic information such as business addresses and postcodes;
- other information relevant to our surveys and/or our products/services.

## How is the personal information used?

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- To undertake works to fulfil a contractual agreement that is in place;
- Internal record keeping;
- We may use the information to improve our services;
- We may periodically send promotional emails about our services or other information which we think you may find interesting using the email addresses or contact information which you have provided.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone or mail. We may use the information to customise our website according to your interests.

**We do not sell or give your information to third parties.**

## Automated decision-making

We do not envisage that any decisions will be made about you using automated means; however, we will notify you in writing if this position changes.

## Website Privacy Notice

This website privacy disclaimer applies to the [Scarlettabbott.co.uk](http://Scarlettabbott.co.uk) website only. Links within this site to other websites are not covered by these guidelines. By accessing and using our website you agree to the terms of this policy. [Scarlettabbott.co.uk](http://Scarlettabbott.co.uk) does not routinely store or collect any personal information about users to the website. We will record your email address and other information only if volunteered to us by you. This information is treated as confidential.

No part of our website stores or collects any identifiable information about site users. To find out more please read our cookie policy.

### External sites

We are not responsible for the content of any external websites that we link to. Any links from our website to others, does not necessarily imply endorsement by [Scarlettabbott](http://Scarlettabbott.co.uk). [Scarlettabbott](http://Scarlettabbott.co.uk) is not responsible for the privacy practices of other websites.

You do not have to request permission to link to our website via hyperlinks. You must however request permission to use any of our content or publicly display our logo.

## Cookie Policy

By accessing and using our website you agree to the terms of this policy and our privacy disclaimer. Please read this cookie policy carefully so you know what cookies are used.

### How cookies are used

Cookies are small text files placed on your computer by websites. These files are either stored in the memory of your computer or device, or are placed on the hard drive. Cookies are commonly used to help or personalise the users browsing experience and provide information on how users interact with our site so we can make improvements.

#### 1) Strictly Necessary Cookies

These cookies are necessary for the website to function properly. They enable you to navigate around the site and search for topics.

Without these cookies we could not provide you with the experience you would expect from our site.

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## 2) Performance Cookies

These cookies allow us to understand how visitors use our site, so we can measure and improve how the site works. For example they help us to know which pages are the most and least popular. They count things like the number of visitors, how long people spend on the site and how they find it. This lets us know where we are doing well, and where we can improve, as well as making sure the pages load quickly and display properly.

All the information that these cookies collect is anonymous and not linked to any personal information about you. We use services from Google Adwords to perform these functions.

### How to block/remove cookies

You can find out more about cookies including how to disable/enable and delete them by visiting [aboutcookies.org](http://aboutcookies.org). You can block most cookies by activating the setting on your browser that allows you to refuse the storing of all or some cookies. However, please note that some features may be unavailable when browsing our website if you block or remove cookies.

## Data retention – How long will you use my information for?

We will only retain your personal information 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. Different laws require us to keep different data for different periods of time and we will process your personal data and sensitive personal data in line with the relevant legal requirement.

In some circumstances we may anonymise your personal information so that it can no longer be associated with you, in which case we may use such information without further notice to you.

## Rights of access, correction, erasure, and restriction

### Your duty to inform us of changes

It is important that the personal information we hold about you is accurate and current. Please keep us informed if your personal information changes.

### Your rights in connection with personal information

Under certain circumstances, by law you have the right to:

- Request access to your personal information (commonly known as a “data subject access request”). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it;
- Request correction of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected;
- Request erasure of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below);
- Object to processing of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on these grounds. You also have the right to object where we are processing your personal information for direct marketing purposes;
- Request the restriction of processing of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it;
- Request the transfer of your personal information to another party.

You may choose to restrict the collection or use of your personal information. If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind or request that we remove your information from our database at any time, by writing to us at the address below, or emailing us at [notformethanks@scarlettabbott.co.uk](mailto:notformethanks@scarlettabbott.co.uk)

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.

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 [scarlettabbott.co.uk](http://scarlettabbott.co.uk)

 [scarlettabbott.co.uk](https://twitter.com/scarlettabbott)

You may request the details of personal information which we hold about you under the Data Protection Act 1998. If you would like a copy of the information held on you, please write to Scarlettabbott Ltd, The Old Chapel, 27A Main Street, Fulford, York, YO10 4PJ.

If you believe that any information we are holding on you is incorrect or incomplete, please write to us as soon as possible at the above address or email us on [contact@scarlettabbott.co.uk](mailto:contact@scarlettabbott.co.uk). We will promptly correct any information found to be incorrect.

## Data protection

Scarlettabbott complies with the General Data Protection Regulation (GDPR).

For the purposes of the Act, Scarlettabbott is the data controller and sole owner of the personal data collected by the Company by direct means or via [scarlettabbott.co.uk](https://www.scarlettabbott.co.uk).

We implement technical, organisational, administrative and physical measures to help ensure a level of security appropriate to the risk to the personal information we collect, use, disclose and process. These measures are aimed at ensuring the on-going integrity and confidentiality of personal information. We evaluate these measures on a regular basis to help ensure the security of the processing. Please be aware that, despite our ongoing efforts, no security measures are perfect or impenetrable.

We restrict the access to your personal information, to those who require access to such information for legitimate and relevant business purposes.

We use up-to-date industry procedures to keep personal data as safe and secure as possible and to protect against loss, unauthorised disclosure or access.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to Scarlettabbott; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent any unauthorised access.

We will delete your personal information when a request is received from you to do so, or, if there is no longer a legitimate reason for us to hold it. If there is any information that we are unable, for technical reasons, to delete entirely from our systems, we will put in place appropriate measures to prevent any further processing or use of the personal information.

## Changes to our Privacy Policy

The internet and data privacy best practice are both constantly developing. It is important to point out that we may amend this Privacy Notice from time to time, please visit this page if you wish to stay up to date as we will post any changes here.

We have appointed a Data Protection Officer (DPO) to oversee compliance with this Privacy Notice. If you have any questions about this Privacy Notice or how we handle your personal information, please contact the DPO at [contact@scarlettabbott.co.uk](mailto:contact@scarlettabbott.co.uk). You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues.

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