## Privacy Notice

**Guidance Notes**

A core requirement of the UK GDPR is that your privacy notice needs to be ‘accessible’ to your data subjects. The easiest way to ensure your privacy notice is ‘accessible’ is by publishing it on your business’ website.

Furthermore, it is *essential*that your privacy notice is genuinely reflective of your own business.

The following template can be adapted to your own needs by inserting relevant details where required at [x], by deleting any information that does not apply to you, and amending any terminology not used within your practice.

If you have drafted a privacy notice or notice previously, you do not need to complete a new one; you can simply review your existing notice and update it with any changes that may have occurred since it was last reviewed.

**PRIVACY NOTICE OF:  [BUSINESS NAME]**

**[INSERT BUSINESS NAME]**

**[INSERT BUSINESS ADDRESS]**

**[INSERT ICO REGISTRATION NUMBER]**

**[INSERT DATE]**

**Notice became operational on: [1 January 2023]**

**Next review date: [1 January 2024]**

**Draft Privacy Notice for [INSERT]**

We want you to know that when you use our organisation you can trust us with your information. We are determined to do nothing that would infringe your rights or undermine your trust. This Privacy Notice describes the information we collect about you, how it is used and shared, and your rights regarding it.

**Data Controller**

We are registered with the Information Commissioner’s Office (ICO) as a Data Controller for the personal data that we hold and process. Our registered address is [ ], our registration number is [ ], and our Data Protection Officer/Lead (DPO/DPL) is [ ]. Our Data Protection Officer/Lead can be contacted at [ ].

**Data Collection**

[All] or [The vast majority of] the information that we hold about you is provided to us by yourself when you seek to use our services. We will tell you why we need the information and how we will use it.

**Our Lawful Basis for processing your information**

The General Data Protection Regulation (GDPR) requires all organisations that process personal data to have a Lawful Basis for doing so. The Lawful Bases identified in the GDPR are:

* Consent of the data subject
* Performance of a contract with the data subject or to take steps to enter into a contract
* Compliance with a legal obligation
* Compliance with a legal obligation
* To protect the vital interests of a data subject or another person
* Performance of a task carried out in the public interest or in the exercise of official authority vested in the controller
* The legitimate interests of ourselves, or a third party, except where such interests are overridden by the interests, rights or freedoms of the data subject.

Examples of legitimate interests include:

* Where the data subject is a client or in the service of the controller;
* Transmission within a group of undertakings for internal administrative purposes;
* Processing necessary to ensure network and information security, including preventing unauthorised access;
* Processing for direct marketing purposes, or to prevent fraud; and
* Reporting possible criminal acts or threats to public security.

Our Lawful Basis is [ ] and our Legitimate Interest is [ ]

**We use your information to:**

* [Provide goods, services, deliveries, quotations, and information, for example, catalogues and newsletters;]
* [Process or support payments for goods and services;]
* [Conduct data analysis, testing, and research (including for product development), and to monitor and analyse usage and activity trends;]
* [Maintain the safety, security and integrity of our services;]
* [Direct your enquiries to the appropriate customer support staff;]
* [Investigate and address your concerns;]
* [Communicate with you about products, services, promotions, studies, surveys, news, updates and events;]
* [Process promotions/competitions, including prizes, and send you information about our services and those of our business partners;
* [Investigate or address legal proceedings relating to your use of our services/products, or as otherwise allowed by applicable law;]
* [Make statutory returns as required by ( ).]
* [OTHER USES TO BE INSERTED AS APPROPRIATE]

[We do not use automated decision-making in the processing of your personal data.]

OR

[Where any part of our processing includes automated decision-making, we ensure that the proposed decisions are reviewed by a member of staff before being applied. You will always be able to get an explanation for the decision and to challenge it if you are unhappy with it.]

[We use automated profiling to (analyse)/(predict) your [performance at work], [economic situation], [health], [personal preferences], [reliability], [behaviour], [location], or [movements]. In doing so we ensure that the safeguards prescribed by the GDPR are fully in existence.]

We collect and process both personal data and special categories of personal data as defined in the GDPR. This includes:

**Customer/client data**

* Name;
* Email;
* Phone number;
* Address;
* Payment or bank details;
* Date of birth;
* Location details;
* Device IP address;
* [INSERT MORE AS APPROPRIATE]

**Employee Data**

* Name;
* Email;
* Phone number;
* Address;
* Payment or bank details;
* Date of birth;
* Family & next-of-kin details
* [INSERT MORE AS APPROPRIATE]

**We may share your personal data with:**

* [Delivery partners,]
* [Our business partners;]
* [Our subsidiaries;]
* [The general public when you contribute to a public forum;]
* [Our legal advisors in the event of a dispute or other legal matter;]
* [Law enforcement officials, government authorities, or other third parties to meet our legal obligations;]
* [In connection with, or during negotiations of, any merger, sale of company [assets, consolidation or restructuring, financing, refinancing, or acquisition of some or all of our business by another company;]
* [Any other party where we ask you and you consent to the sharing.]
* [INSERT MORE AS APPROPRIATE]

**Transfers to third countries and international organisations**

[We do not transfer any personal data to third countries or international organisations outside of the UK.]

OR

[We transfer personal data to the following third countries or international organisations using the identified safeguards because INSERT PURPOSE FOR DOING SO.]

1. INSERT COUNTRY AND TRANSFER SAFEGUARD IN PLACE
2. ETC

We have satisfied ourselves that such transferred data is fully protected and safeguarded as required by the General Data Protection Regulation.]

[In addition, we may we process personal data pertaining to EEA citizens. We are satisfied that such transferred data is fully protected and safeguarded as required by the UK General Data Protection Regulation and the EU-General Data Protection Regulation.]

**We retain your personal data** while you remain a [customer] [client] [pupil] [student] [employee], unless you ask us to delete it. Our Retention and Disposal Policy (copy available on request) details how long we hold data for and how we dispose of it when it no longer needs to be held. We will delete or anonymise your information at your request unless:

* There is an unresolved issue, such as claim or dispute;
* We are legally required to; or
* There are overriding legitimate business interests, including but not limited to fraud prevention and protecting customers' safety and security.

**Your Rights**

The General Data Protection Regulation gives you specific rights around your personal data. For example, you have to be informed about the information we hold and what we use it for, you can ask for a copy of the personal information we hold about you, you can ask us to correct any inaccuracies with the personal data we hold, you can ask us to stop sending you direct mail, or emails, or in some circumstances ask us to stop processing your details. Finally, if we do something irregular or improper with your personal data you can seek compensation for any distress you are caused or loss you have incurred. You can find out more information from the ICO’s website <https://ico.org.uk/your-data-matters/> and this is the organisation that you can complain to if you are unhappy with how we deal with you.

**Accessing and Correcting Your Information**

You may request access to, correction of, or a copy of your information by contacting us at [ ].

[You can edit your personal data by accessing our [ ].]

**Marketing Opt-Outs**

You may opt out of receiving emails and other messages from our organisation by following the instructions in those messages.

**Cookies**

Cookies are small text files that are stored on your browser or device by websites, apps, online media, and advertisements. We use cookies to:

* [Validate users;]
* [Remember user preferences and settings;]
* [Determine frequency of accessing our content;]
* [Measure the effectiveness of advertising campaigns; and]
* [Analyse site visits and trends.]
* [INSERT OTHER AS APPROPRIATE]

**We will occasionally update our Privacy Notice.** When we make significant changes, we will notify you of these [ through either mail or email OR INSERT ALTERNATIVE]. We will also publish the updated Notice on our website.