

LOADED PR Ltd Privacy Notice

This privacy notice explains how our organisation, Loaded PR Ltd, collects and processes your personal information (data) through your use of our website www.loadedpr.co.uk

Loaded PR Ltd is the data controller and we are responsible for your personal data (referred to as “we”, “us” or “our” in this privacy notice).

Contact Details:

Full name of legal entity: **Loaded PR**

E-mail address: **gemma@loadedpr.co.uk**

Postal address: **103a Bradford Road, Stanningley, Leeds, LS286AT**

What information do we collect about you and for what purpose and ground do we process it?

Personally identifiable information (PII) means any information about you which someone can use to identify you. The information categories that we collect are:

- **Communication data** - This includes any communication that you send to us. This can be through the contact form on our website, e-mail, text, social media messaging, social media posting or any other communication that you voluntarily send us. We process this data for the purposes of communicating with you, for record keeping and for the establishment, pursuance or defence of legal claims (should these occur). Our lawful ground for this processing is our legitimate interests, which are replying to communications sent to us, to keep our records up-to-date and to establish, pursue or defend legal claims.
- **Customer data** – This includes data relating to any purchases of goods and/or services from us, which can include your name, title, your photograph, business name, business logo, billing address, delivery address, e-mail address, phone number, contact details, purchase details and your payment details. We process this data to supply the goods and/or services you have purchased and to keep records of such transactions. Our lawful ground for this processing is the performance of a contract between you and us and/or taking steps at your request to enter into such a contract.

Sensitive Data

We do not collect any sensitive data about you other than what may be ascertained through your photograph (should you engage us to complete any photography work for you).

Where we are required to collect personal data by law, or under the terms of the contract between us, we may not be able to perform the contract (for example, to deliver goods or services to you) if you do not provide us with that data when requested. If you don't provide us with the requested data, we may have to cancel a product or service you have ordered, but if this is the case we will notify you at the time.

We will only use your personal data for the purpose it was collected or for a reasonably compatible purpose if necessary. For more information on this please e-mail us as gemma@loadedpr.co.uk In case we need to use your details for an unrelated new purpose we will let you know and explain the legal grounds for processing.

We may process your personal data without your knowledge or consent where this is required or permitted by law.

We do not carry out automated decision making or any type of automated profiling.

How do we collect your personal data?

We collect data about you by you providing the data directly to us (for example by filling in forms on our site or by sending us e-mails).

Who else has access to my personal data?

We may have to share your personal data with parties set out below:

- Service providers who provide IT and system administration services.
- Professional advisers including lawyers, bankers, auditors and insurers.
- Government bodies that require us to report processing activities.

We require all third parties to whom we transfer your data to respect the security of your personal data and to treat it in accordance with the law. We only allow such third parties to process your personal data for specified purposes and in accordance with our instructions.

International transfers

We are subject to the provisions of the General Data Protection Regulations (GDPR) that protect your personal data. Where we transfer your data to third parties outside of the EEA, we will ensure that certain safeguards are in place to ensure a similar degree of security for your personal data. As such:

- We may transfer your personal data to countries that the European Commission have approved as providing an adequate level of protection for personal data by; or
- If we use US-based providers that are part of the EU-US Privacy Shield, we may transfer data to them, as they have equivalent safeguards in place; or
- Where we use certain service providers who are established outside of the EEA, we may use specific contracts or codes of conduct or certification mechanisms approved by the European Commission which give personal data the same protection it has in Europe.

If none of the above safeguards is available, we may request your explicit consent to the specific transfer. You will have the right to withdraw this at any time.

What do we do to keep your personal data safe?

We have put in place security measures to prevent your personal data from being accidentally lost, used, altered, disclosed or accessed without authorisation. Any data that we are legally required to retain is kept stored in a private, password-protected drive.

We also allow access to your personal data only to those employees and partners who have a business need to know such data. They will only process your personal data on our instructions and they must keep it confidential.

We have procedures in place to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach if we are legally required to do so.

How long do we keep your personal data?

We will only retain your personal data for as long as is necessary to fulfil the purposes we collected it for including for the purposes of satisfying any legal, accounting or reporting requirements. As such, we delete personal data given to us by directly by you or that which has been sent to us via a third party 30 days after your contract with us ends or is otherwise terminated.

We regularly check our inboxes for unnecessary personal data and ensure that it is removed in accordance with the GDPR.

For tax purposes the law requires us to keep basic information about our customers (including contact, identity, financial and transaction data) for six years after they stop being customers.

In some circumstances we may anonymise your personal data for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

What are your legal rights over your personal data?

Under data protection laws you have rights in relation to your personal data as set out below:

Right of access	Individuals have the right to request a copy of the information that an organisation holds on them.
Right to be informed	Organisations must tell individuals what data of theirs is being collected, how it's being used, how long it will be kept and whether it will be shared with any third parties.
Right of rectification	Individuals have the right to correct data that is inaccurate or incomplete.
Right to be forgotten	In certain circumstances, individuals can ask organisations to erase any personal data that's stored on them.
Right of portability	Individuals can request that an organisation transfer any data that it holds on them to another company.
Right to object	Individuals have the right to challenge certain types of processing, such as direct marketing.
Right to restrict processing	Individuals can request that an organisation limits the way that it uses personal data.
Rights related to automated decision-making including profiling	Individuals can ask organisations to provide a copy of its automated processing activities if they believe data is being unlawfully.

You can see more about these rights at:

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

If you wish to exercise any of the rights set out above, please e-mail us at gemma@loadedpr.co.uk

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you.

If you are not happy with any aspect of how we collect and use your data, you have the right to complain to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We should be grateful if you would contact us first if you do have a complaint so that we can try to resolve it for you.

Third-Party Links

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.