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# **Lyon Communications**

## **Website Privacy Notice (includes GDPR Policy)**

**Version 1.0; 25 May 2018**

I'm committed to ensuring that the privacy of prospective clients, contracted clients and past clients is protected. This Privacy Notice has been compiled to reflect the changes arising from the new GDPR law introduced on 25 May 2018.

Personal Data is information that can be used alone or with other information to identify, contact or locate a single person, or to identify an individual in context.

**PLEASE READ THIS PRIVACY NOTICE CAREFULLY TO UNDERSTAND HOW I COLLECT, USE, PROTECT OR OTHERWISE HANDLE YOUR PERSONAL DATA.**

## **IMPORTANT preliminaries**

I generally work with companies in a Business-to-Business (B2B) capacity, not directly with individuals in a Business-to-Consumer (B2C) capacity. To do this, I ask for basic information, including names, addresses, phone numbers and email addresses, so I can administer a business relationship before, during and after entering into a contractual relationship to provide my services. I DO NOT use email marketing software. I DO NOT currently operate a customer database/CRM. I keep customer names, phone numbers, email addresses and postal addresses (of which the latter may be regarded as personal data if it refers to a residential address from which a sole trader or partnership operates) on computer hard drives or encrypted external backup hard drives. From time to time, I also print quotations, invoices and other business documents for reference.

## **Cookies**

This website does not use cookies, except for analytics purposes.

## **Contacting me by phone, email or in person**

If you contact me initially by phone, email or in person, I may ask for basic personal information such as your name, phone number and email address to record your enquiry and prepare for the possibility of us entering into a contract. If you do this, the information you supply will be stored as one or more of the following: hard copy; on my computers' local hard drives, which are backed up onto encrypted portable hard drives.

**The legal basis for this processing is my legitimate interest for the purposes of taking steps, at your request, prior to entering into a contractual relationship for supply of my services.**

## **When you become my client**

If you become my client and we enter into a contractual agreement for you to use my services, I may ask you for additional information. This will not usually involve personal data, though it may by inference include your home address if your business operates from that address.

The information you give me may be stored as one or more of the following: hard copy; on my computers' local hard drives; backed up onto encrypted portable hard drives.

Data you supply relating to your business and its banking (which may by inference include your personal account details) will be stored as hard copy and/or on my computers' local hard drives, which are backed up onto encrypted portable hard drives.

**The legal basis for this processing is for the purposes of taking steps at your request during our contractual arrangement.**

## **Why do I retain data?**

I retain data from prospective clients and others, and clients with whom I have entered into a contractual agreement.

I do this in order to handle enquiries for my services, carry out work that I am doing under a contractual agreement, invoice for work done, or to communicate about current, prospective and historical services that I provide or have provided, and related work that I have collaborated on.

I shall retain your personal data for at least as long as legally required (currently up to seven years) for compliance with a legal obligation to which I am subject, for my

legitimate interests, or in order to protect your vital interests or the vital interests of another natural person.

Thereafter, at my discretion, I may retain this data and other project information for reference or in case you or someone else from your organisation contacts me about a historical project.

**The legal basis for this processing is my legitimate interests, namely the proper administration of my website, business and communications with users.**

## **Communicating by email**

If you disclose additional data to me via email, phone or in conversation, it may be stored as hard copy and/or on one or more of my computers' local hard drives, which are backed up on encrypted portable hard drives.

I may process information contained in, or relating to any communication that you send to me ('correspondence data'). The correspondence data may include the communication content associated with the communication. The correspondence data may be processed for the purposes of communicating with you and record-keeping.

**The legal basis for this processing is my legitimate interests, namely the proper administration of my website and business and communications with prospective, current and former clients.**

## **Providing your personal data to third parties**

Before, during and after we enter into a contractual agreement for my services, I may provide data to third parties in one or more ways including the following:

### **Partner service providers**

Where relevant to a prospective, current or historical business relationship, I may disclose your data to any partner organisations that I work with before, during or after we enter into a contractual arrangement.

### **Professional advisers**

I may disclose your personal data to my professional advisers insofar as reasonably necessary for the purposes of obtaining professional advice.

### **Compliance with legal obligations**

In addition to the specific disclosures of personal data detailed above, I may also disclose your personal data where such disclosure is necessary for compliance with a legal obligation I must comply with, or to protect your vital interests or the vital interests of another individual.

### **Business networking**

At my discretion, based on common sense and business judgement, I may also pass your name, email and/or phone number to a third party who, in my judgement, has a genuine interest in using your services or otherwise entering into a contractual or any other business relationship with you.

**The legal basis for this is my legitimate interests, to enable me to administer my business, and to enable compliance with prevailing legal requirements.**

## **Mailing lists**

I do not operate, nor do I intend to operate, my own mailing list or use third-party mailing list software.

## **How do I protect your data?**

My website is hosted by an established, professional specialist. Any data provided by my website is stored on secure servers in the UK.

## **My office computers**

My office computers are password protected and protected by regular scans with various proprietary antivirus and anti-malware software. They are located in a private property equipped with appropriate security measures including physical security.

## **Backup external hard drives**

I back up the data from my office computers onto encrypted portable hard drives.

## **Other devices (including tablet computers and mobile phones)**

Any other devices that I use are password or PIN protected.

## **Hard copy documents**

When I store information as hard copy, it is normally kept in my office and therefore subject to the same property security as my office computers. If I need to take this information away from my office I take all reasonable measures to protect it.

## **Data requests**

My data protection officer's contact details are as follows:

**Robert Fenner**

**Email: [robert@lyoncommunications.co.uk](mailto:robert@lyoncommunications.co.uk)**

**Phone: 07768 077880**

You may request a copy of any record that I hold against your name. Provision of such information will be subject to the following: (a) your request not being found to be unfounded or excessive, in which case a charge may apply; and (b) the supply of appropriate evidence of your identity (for this purpose, I will usually accept a photocopy of your passport certified by a solicitor or bank plus an original copy of a recent utility bill showing your current address). Please allow 30 days for me to retrieve and provide your record to you.

If you have supplied me with personal information and no longer wish to be contacted, please tell me in writing so I can remove your contact details. Please note that if we are currently working under a contractual agreement, this may affect my ability to offer or fulfil the agreed provision of my services and be deemed to be termination of our contract by you.

### **Changes to this Privacy Notice**

I may change this policy from time to time by updating this website page. Because of this, you should check this page from time to time to make sure that you are happy with the latest version of the policy.