



## Privacy Policy

Our new policy tells you about:

- How you can exercise your rights to control how we use your information
- How we may use your address and phone number to keep you up to date on our work
- How we tailor our communications and make sure you hear from us about things you are interested in

### 1. Why we use your information

We will only use your information where we have a legal basis to do so and will always respect your rights.

Where we use your information, it may be because you have consented to us doing so or because we consider we have a legitimate interest to do so. Where we do rely on a legitimate interest to use your information, we will always ensure that this is done in a way so as not to be intrusive or cause distress, and that respects your rights. Other reasons may include using information because we have a legal obligation to do so or because we have to fulfil contractual obligations.

Some examples can be found below.

You have given us your consent to use the information for a specified purpose, such as sending you marketing emails.

We have a legal obligation to use your information, for example contractual details for a booking.

We are using your information in pursuit of a legitimate interest, for example: building awareness of the Susan Reid Collection for future events and enquiries. To manage our ongoing relationship with our clients and anyone we work with. To manage our financial transactions and prevent fraud

### 2. How we use your information to fulfil your requests and support you

To respond to or fulfil any requests, complaints or queries you make to us

If you contact us directly, we will use the information you give to us to handle your enquiry or request. This may include responding to your query or feedback, or sending you relevant information, such as a proposal and marketing materials. This can help us to handle queries more efficiently.

Where you provide contact details, we will provide information and support by post, phone, mobile messaging, email, via social media, and any other channels for which you have provided your details.





### 3. How we use your information

3.1 To send you marketing communications by email, mobile messaging, or direct message on social media, where you have agreed to receive this

Where you have provided an email, mobile phone number, or details of your social media profiles and consented to being contacted in this way, we will send you information by those channels – including by direct message through social media.

3.2 To contact you by phone and post

Where it is appropriate and relevant, and you have provided us with a telephone number or a postal address, we will occasionally call or write to you to tell you about the Collection or a specific property. We do this as we consider it is a legitimate interest to promote our Collection and communicate with you about ways you can book with us. We will not contact you by phone for marketing purposes if your number is registered with the Telephone Preference Service, unless you have agreed to receive calls from us.

3.3 To manage your contact preferences

You can tell us to stop contacting you, or change the way in which we do so, by getting in touch with us to [sjr@susanreid.co.uk](mailto:sjr@susanreid.co.uk) We will keep a record of any requests to stop receiving marketing from us to ensure that we do not communicate with you in the future, unless you tell us you want to hear from us again.

3.4 To target our digital and social media marketing

On occasion, we will use the information you provide us to target our digital and social media advertising effectively. This could include securely providing contact details such as your name and email address to digital advertising networks or social media companies such as Facebook, Google and Twitter.

Any information we share with social media companies will be shared in an encrypted format and will not be used for their own purposes. You can stop your information being used for this by contacting us.

You can control the kind of advertising which you see through the relevant social media site:

Facebook

LinkedIn

Twitter





#### 4. Sharing your information with other organisations

We will never share your information with third parties for their own purposes.

#### 5. How long we keep your information

As a general rule, we will hold your information to keep in contact and advise you of updates and new properties or offers on the Collection. You can request to not receive such information at any time.

#### 6. Your rights

Under the General Data Protection Regulations (GDPR) you have the following rights:

**Information Right** – the right to receive the information contained in this policy and our data collection forms about the way we process your personal data.

**Personal Data Access Right** – the right to know that we are processing your personal data and, in most circumstances, to have a copy of the personal data of yours that we hold. You can also ask for certain other details such as what purpose we process your data for and how long we hold it.

**Personal Data Correction Right** – You have the right to request that we correct inaccurate data or complete incomplete data that we hold on you.

**Personal Data Erasure Right** – Known as the Right to be forgotten. In certain circumstances you may request that we erase your personal data held by us.

**Personal Data Restriction Right** – You have the right to restrict the way we process your personal data in certain circumstances, for example if: you contest the accuracy of the data, if our processing is unlawful, to pursue legal claims, where we are relying on legitimate interests to process data.

**Data Processing Objection Right** – You have the right to object to us processing your data for (i) direct marketing purposes (ii) scientific or historical research or statistical purposes and (iii) purposes of profiling related to direct marketing or based on our legitimate interests or on the performance of a task in the public interest

**Data Portability Right** – you have the right to receive a copy of certain personal data or to have it transferred to another organisation in some circumstances

##### 6.1 Right to Withdraw Consent at any time

Where we use your personal information based on your prior consent to send you marketing communications by email, mobile messaging and by direct message on social media, you can withdraw your consent at any time by contacting us.





## 7. Complaints

If you have any complaints about how we handle your personal data, please contact us so we can resolve the issue, where possible.

## 8. How we keep your information your secure

We take such measure as are appropriate to ensure the confidentiality, integrity and availability of systems, which are regularly independently tested and reviewed.

