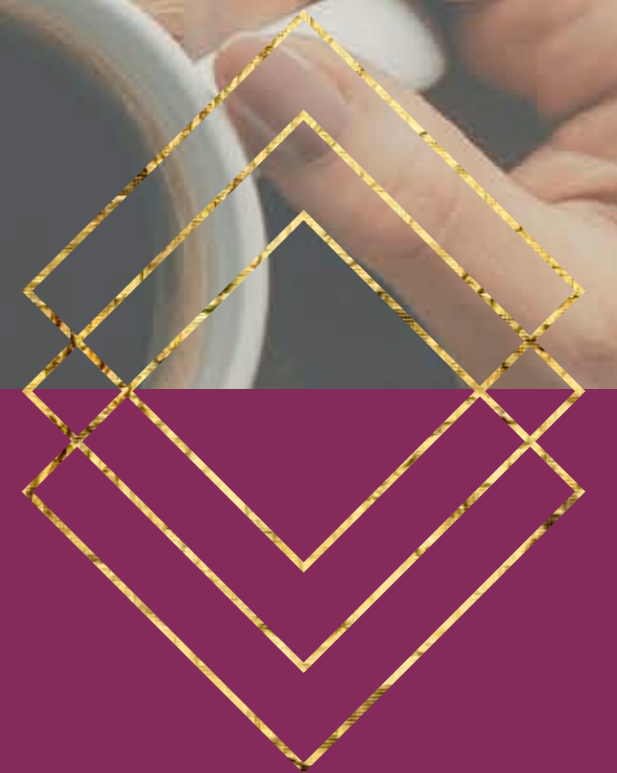


Alexandra Stanley

Social Media, Marketing & Content Management

Privacy Notice



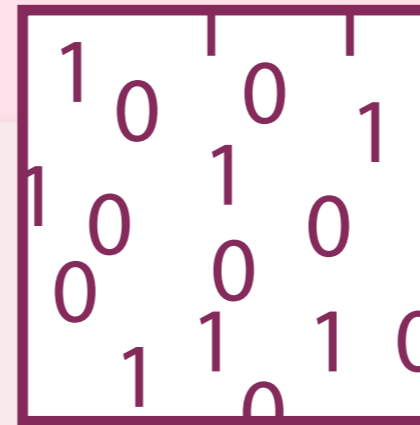


Your privacy is of the utmost importance to us.

This webpage sets out when and how we use your Personal Data that you or others provide to us, including through this website (the “Website”). We want to make sure you fully understand the terms and conditions surrounding the capture and use of that information.

This Privacy Notice describes what information we collect about you, how we use it, and the rights you have in relation to that collection and usage.

If you have any questions about this Privacy Notice, please contact our customer support team on [info@alexandrastanleysocialmedia.co.uk](mailto:info@alexandrastanleysocialmedia.co.uk).



## Information we May Collect

We will be required to collect Personal Data about you in the following circumstances.

### When you use our services

We may use your name, email address, postal address, phone number and job title when you or your business engage our services. We may use this personal data to carry out our commercial relationship and supply our services to you or your business and/or to effectively manage our ongoing relationship. We may be required to notify you about changes to our services, our Terms & Conditions or our Privacy Notice.

### Marketing communications that you have opted-in to

If we have permission to contact you with marketing communications from us, we will handle your Personal Data (for example, your name, email address and postal address and telephone number) to provide you with promotional information in line with any preferences you have told us about. Every communication we send to you for marketing purposes will also contain instructions on how to unsubscribe from receiving them. You are not under any obligation to provide us with your Personal Data for marketing purposes.

You can tell us that you do not want your Personal Data to be processed in this way at any time by contacting us at [info@alexandrastanleysocialmedia.co.uk](mailto:info@alexandrastanleysocialmedia.co.uk) or, where relevant, by following the unsubscribe link shown in every marketing communication you receive from us. We will retain your data for as long as we have your consent and delete your Personal Data used for marketing purposes as soon as you withdraw your consent or unsubscribe from our newsletters and marketing information.

### When you use our website

We may capture technical information, including your internet protocol (IP) address used to connect your computer to the Internet, your browser type and version, time zone setting, operating system and platform, browser plug-in types and version, the full URL clickstream to, through and from our website, page response times, download errors, length of visits to certain pages, page interaction (such as scrolling, clicks and mouse-overs) and methods used to browse away from the page. We may use this information to administer and protect our website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data), to improve our website and to deliver appropriate and effective content to you on our website.

### When you send a job application / if you are employed by us

If you send us Personal Data in connection with a job application, we may keep it for up to three years in case we decide to contact you at a later date. If we employ you, we collect information about you and your work from time to time throughout the period of your employment. This information will be used only for purposes directly relevant to your employment.



## Our Details

ALEXANDRA STANLEY SOCIAL MEDIA is a business operated by Alexandra Stanley, a sole trader (“we”, “our”, or “us”).

For the purposes of the Data Protection Act 2018, the UK General Data Protection Regulations and any other applicable data protection and privacy laws and regulations (“Data Protection Legislation”), Alexandra Stanley Social Media will be the ‘data controller’ for all Personal Data that we determine the means and purpose of processing.

By “Personal Data” we refer to information collected or held by Alexandra Stanley Social Media, that identifies and relates to you as an individual.





## Legal Basis of Processing

We will only process your information for as long as we have a relevant legal basis to do so. Unless stated above in the "Information we may collect" section, this is in order to provide you with the contractual services you have requested from Alexandra Stanley Social Media or if you have provided us with adequate consent to process your information for other purposes.

Sometimes we must process your Personal Data in order to comply with a legal or regulatory obligation. For example, we may be required to give information to legal authorities if they so request or if they have the proper authorisation such as a search warrant or court order.

If we choose to process your information under the legal basis of legitimate interests, we will always inform you of our legitimate business interest and your right to object. We may process your data on this basis for the purposes of, for example:

- record-keeping for the proper and necessary administration of our business;
- responding to new enquiries and any other unsolicited communication from you to which we believe you would expect a response;
- protecting and asserting the legal rights of any party;
- insuring against or obtaining professional advice that is required to manage organisational or business risk; or
- protecting your interests where we believe we have a duty to do so.

We will only use your Personal Data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If your Personal Data has been used for a purpose other than its initial intended use and you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us at [info@alexandrastanleysocialmedia.co.uk](mailto:info@alexandrastanleysocialmedia.co.uk).



## Retaining your Personal Data

We will only retain your Personal Data 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.

To determine the appropriate retention period for Personal Data, we consider the amount, nature, and sensitivity of the Personal Data, the potential risk of harm from unauthorised use or disclosure of your Personal Data, the purposes for which we process your Personal Data and whether we can achieve those purposes through other means, and the applicable legal requirements.



## Protecting your Personal Data

We are committed to ensuring that your information is secure and we have procedures in place to try and prevent any unauthorised access or disclosures and to safeguard and keep secure the information that we collect online:

However, you should be aware that providing information over the internet can never be guaranteed as being completely safe and if you choose to send such information to us via the internet, you do so at your own risk.



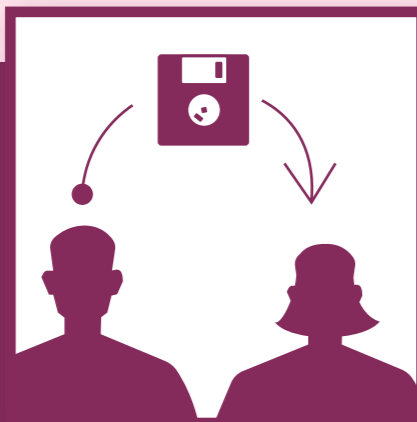
## Transfer of Data Outside the UK/EU

We shall not transfer any Personal Data to any country outside of the UK and/or the European Economic Area unless we ensure that such Personal Data is subject to an adequate level of protection and appropriate legal safeguards in accordance with Data Protection Legislation (which may include the implementation of an international data transfer agreement, where required by law).



## Cookies

A cookie is a computer file that is sent by a web server to a web browser when someone logs onto a website. Cookies are stored by the Website visitor's browser – e.g. Chrome, Internet Explorer, Safari – until they automatically expire or until they are deleted by the Website visitor.



## Sharing your Information with Others

Please be assured that we will not share your information for any other reason unless we are required by law or permitted to do so under this Privacy Notice. The main circumstances in which we will be permitted or required to disclose this is by law will be by court order, to government bodies and law enforcement agencies. However, sometimes we may share your information with third parties in the following ways:

- we may use carefully selected sub-processors to help us collect, store or manage your information. This will always be managed under the terms of a written data processing agreement;
- analytics and search engine providers that assist us in the improvement, security and optimisation of the Website; or
- if Alexandra Stanley Social Media is acquired by a third party, in which case Personal Data held by it about its customers will be one of the transferred assets. We process your Personal Data for this purpose because we have a legitimate interest to ensure our business can be continued by the buyer. If you object to our use of your Personal Data in this way, the relevant seller or buyer of our business may not be able to provide services to you.

We will only ever disclose the information necessary for our third party provider to perform their specific services and this will be conducted under a written agreement governing the usage of Personal Data.



## Your Right to Object under Data Protection Laws

You have the right to object to us handling your Personal Data when:

- we are handling your Personal Data based on our legitimate interests. If you ask us to stop handling your Personal Data in this way, we will stop unless we can show you that we have compelling grounds as to why our use of your Personal Data should continue; or
- where we process Personal Data for marketing purposes. If you ask us to stop handling your Personal Data on this basis, we will stop.



## Your Rights under Data Protection Law

You can exercise the following rights to your data by contacting us at [info@alexandrastanleysocialmedia.co.uk](mailto:info@alexandrastanleysocialmedia.co.uk). We will only take instructions from you or your legal representative and we will protect your privacy when you contact us by asking specific and relevant questions to make sure we are speaking to you or your legal representative and not to an unauthorised person.

### Right of access

You are entitled to receive confirmation as to whether your Personal Data is being processed by us, as well as various other information relating to our use of your Personal Data. You also have the right to a copy of the Personal Data which we are handling regarding you.

### Right to rectification

You have the right to require us to rectify any inaccurate Personal Data we hold about you. You also have the right to have incomplete Personal Data we hold about you completed, by providing a supplementary statement to us.

### Right to restriction

You can restrict our processing of your Personal Data where:

- you think we hold inaccurate Personal Data about you;
- our handling of your Personal Data breaks the law, but you do not want us to delete it;
- we no longer need to process your Personal Data, but you want us to keep it for legal reasons; or
- we are handling your Personal Data because we have a legitimate interest you and are in the process of objecting to this use of your Personal Data.

Where you exercise your right to restrict us from using your Personal Data, we will then only process your Personal Data when you agree, except for storage purposes and to handle legal claims.

### Right to data portability

You have the right to receive the Personal Data we hold about you in a structured, standard machine readable format and to send this to another organisation controlling your Personal Data.

### Right to erasure

You have the right to require us to erase your Personal Data which we are handling in the following circumstances:

- we no longer need to use your Personal Data for the reasons we told you we collected it for;
- where we needed your consent to use your Personal Data and you have withdrawn your consent;
- you object to our use of your Personal Data and we have no compelling reason to carry on handling your Personal Data;
- our handling of your Personal Data has broken the law; or
- we must erase your Personal Data to comply with a law we are subject to.

### Right to withdraw consent

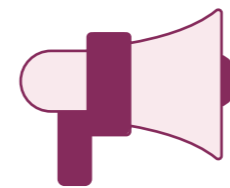
In the limited circumstances where you may have provided your consent to the collection, processing and transfer of your Personal Data for a specific purpose, you have the right to withdraw your consent for that specific processing at any time. To withdraw your consent, please contact [info@alexandrastanleysocialmedia.co.uk](mailto:info@alexandrastanleysocialmedia.co.uk). Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose or purposes you originally agreed to, unless we have another legitimate basis for doing so in law.





## Information Regarding Children

We do not intentionally market our services or collect information via the Website from data subjects under the age of 18. We do not collect information regarding children for the provision of our services and will erase any data collected if informed by the parent or legal guardian of a child whose data we have erroneously collected.



## How can you Make a Complaint?

Please note that if you are not satisfied with the processing of your Personal Data as set out in this Privacy Notice, please contact us at [info@alexandrastanleysocialmedia.co.uk](mailto:info@alexandrastanleysocialmedia.co.uk).

You have the right to issue a complaint directly with the Information Commissioners Office, the data protection supervisory authority for England and Wales (<https://ico.org.uk/concerns/>).



## Changes to this Privacy Notice

We may change this Privacy Notice at any time to ensure it always accurately reflects the way we collect, use and safeguard your Personal Data.

Please check this notice from time to time to ensure you are aware of any updates we may have made to our Personal Data handling practices. The date of the changes will be listed in the 'Last updated' section below. We will endeavour to notify all of our current clients of any updates to this notice via email and we will post the relevant announcement on our website homepage.

We recommend that you print a copy of this page for your reference.

## Contacting Us



Please contact us at [info@alexandrastanleysocialmedia.co.uk](mailto:info@alexandrastanleysocialmedia.co.uk) if you have any questions, comments or requests regarding this Privacy Notice.

Last updated: April 2023