

Privacy Policy Notice

The policy: This privacy policy notice is served by How The Voice Works, Llwyn Onn, Llandough, Cowbridge, CF71 7LR under the website; www.howthevoiceworks.co.uk. The purpose of this policy is to explain to you how we control, process, handle and protect your personal information through the business and while you browse or use this website. If you do not agree to the following policy you may wish to cease viewing / using this website, and or refrain from submitting your personal data to us.

Policy key definitions:

- "I", "our", "us", or "we" refer to the business, [Business name & other trading names].
- "you", "the user" refer to the person(s) using this website.
- GDPR means General Data Protection Act.
- PECR means Privacy & Electronic Communications Regulation.
- ICO means Information Commissioner's Office.
- Cookies mean small files stored on a users computer or device.

Key principles of GDPR:

Our privacy policy embodies the following key principles; (a) Lawfulness, fairness and transparency, (b) Purpose limitation, (c) Data minimisation, (d) Accuracy, (e) Storage limitation, (f) Integrity and confidence, (g) Accountability.

Processing of your personal data

Under the GDPR (General Data Protection Regulation) we control and / or process any personal information about you electronically using the following lawful bases.

- Lawful basis: Consent
- Where our purpose for processing is: To enable us to run our services, including the use of Acuity Scheduling to manage availability, and either PayPal or Stripe for payment purposes as necessary.
- Which is necessary because: We need to make our availability available to you via our online booking system.
- We process your information in the following ways:
- Name, email address and mobile number are required to book a session. If you book the session, you are required to make payment at the time of booking. If we book the session for you, payment can be made at the time of the session.
- Data retention period: We will continue to process your information under this basis until you withdraw consent or it is determined your consent no longer exists.
- Sharing your information: We do share your personal information with third parties and they include;

[Acuity Scheduling](#), [PayPal](#), [Stripe](#) and [MailChimp](#).

You can view details of their own Privacy Policies by clicking the link above.

- Lawful basis: Contract
- Where our purpose for processing is: To reserve you a place to attend either an individual lesson or group class at one of our studios, or your place of work.
- Which is necessary because: We need to confirm your agreement of the fees for our services, and the notice period required for cancellation or postponement.
- We process your information in the following ways:

Name, email address and mobile number are required to book a session. If you book the session, you are required to make payment at the time of booking. If we book the session for you, payment can be made at the time of the session.

- Data retention period: We will continue to process your information under this basis until you withdraw consent or it is determined your consent no longer exists.
- Sharing your information: We do share your personal information with third parties and they include;

- [Acuity Scheduling](#), [PayPal](#), [Stripe](#) and [MailChimp](#).

You can view details of their own Privacy Policies by clicking the link above.

- Lawful basis: Legitimate interests
- Where our purpose for processing is: To provide, maintain and improve our service.
- Which is necessary because: We want to continue to improve both the quality and consistency of the service that we offer you.
- We process your information in the following ways: To schedule lessons and classes, and to offer available times to you. To monitor payment for lessons and classes. To help us make sure there is sufficient availability to meet demand.

- Data retention period: We will continue to process your information under this basis until you withdraw consent or it is determined your consent no longer exists.
- Sharing your information: We do share your personal information with third parties and they include;

- [Acuity Scheduling](#), [PayPal](#), [Stripe](#) and [MailChimp](#).

You can view details of their own Privacy Policies by clicking the link above.

Your individual rights

Under the GDPR your rights are as follows. You can read more about [your rights in details here](#);

- the right to be informed;
- the right of access;
- the right to rectification;
- the right to erasure;
- the right to restrict processing;
- the right to data portability;
- the right to object; and
- the right not to be subject to automated decision-making including profiling.

You also have the right to complain to the ICO [www.ico.org.uk] if you feel there is a problem with the way we are handling your data.

We handle subject access requests in accordance with the GDPR.

Internet cookies

We use cookies on this website to provide you with a better user experience. We do this by placing a small text file on your device/ computer hard drive to track how you use the website, to record or log whether you have seen particular messages that we display, to keep you logged into the website where applicable, to display relevant adverts or content, referred you to a third party website.

Some cookies are required to enjoy and use the full functionality of this website.

We use a cookie control system which allows you to accept the use of cookies, and control which cookies are saved to your device / computer. Some cookies will be saved for specific time periods, where others may last indefinitely. Your web browser should provide you with the controls to manage and delete cookies from your device, please see your web browser options.

Cookies that we use include session cookies, preference cookies and security cookies.

Data security and protection

We ensure the security of any personal information we hold by using secure data storage technologies and precise procedures in how we store, access and manage that information. Our methods meet the GDPR compliance requirement.

Fair & Transparent Privacy Explained

We have provided some further explanations about user privacy and the way we use this website to help promote a transparent and honest user privacy methodology.

Email marketing messages & subscription

Under the GDPR we use the consent lawful basis for anyone subscribing to our newsletter or marketing mailing list. We only collect certain data about you, as detailed in the "Processing of your personal data" above. Any email marketing messages we send are done so through an EMS, email marketing service provider. An EMS is a third party service provider of software / applications that allows marketers to send out email marketing campaigns to a list of users.

Email marketing messages that we send may contain tracking beacons / tracked clickable links or similar server technologies in order to track subscriber activity within email marketing messages. Where used, such marketing messages may record a range of data such as; times, dates, I.P addresses, opens, clicks, forwards, geographic and demographic data. Such data, within its limitations will show the activity each subscriber made for that email campaign.

Any email marketing messages we send are in accordance with the GDPR and the PECR. We provide you with an easy method to

withdraw your consent (unsubscribe) or manage your preferences / the information we hold about you at any time.

See any marketing messages for instructions on how to unsubscribe or manage your preferences, you can also [unsubscribe from all MailChimp lists](#), by following this link, otherwise contact the EMS provider.

Our EMS provider is; Mailchimp. We hold the following information about you within our EMS system;

- Email address
- I.P address
- Subscription time & date
- Name
- Which of our studios you attend classes at.

Resources & further information

- [Overview of the GDPR - General Data Protection Regulation](#)
- [Data Protection Act 2018](#)
- [Privacy and Electronic Communications Regulations 2003](#)
- [The Guide to the PECR 2003](#)
- [Twitter Privacy Policy](#)
- [Facebook Privacy Policy](#)
- [Google Privacy Policy](#)
- [Linkedin Privacy Policy](#)
- [Mailchimp Privacy Policy](#)