

# Privacy Policy

As of 26/08/2020

The privacy and security of your personal information is very important to us. We take this matter very seriously. This privacy policy outlines how we collect and manage your personal information and how you can remove your personal information from our databases. For any queries that you may have about your personal information at Evelyn & Ford, please email [charlotte@evelynandford.com](mailto:charlotte@evelynandford.com) or [nicola@evelynandford.com](mailto:nicola@evelynandford.com).

## Who Is Collecting Your Personal Information?

This privacy policy applies to [evelynandford.com](http://evelynandford.com) which is owned and operated by Evelyn & Ford. This privacy policy describes how Evelyn & Ford collects and uses the personal information you provide on our website [evelynandford.com](http://evelynandford.com). It also describes the choices available to you regarding our use of your personal information and how you can access and update this information.

## How We Collect Personal Information

You can view all of the content on our site without providing your personal information.

1. We collect your information if you have engaged with any member of the Evelyn & Ford team and have discussed Evelyn & Ford services. The individual who has engaged with you has added your details to our mailing list on the basis of Legitimate Interest.
2. We collect personal information if you seek more information about the Evelyn & Ford services when you submit your contact details on Live Chat, use the 'Contact Us' forms located on our homepage and contact page, or send us an email directly to either [charlotte@evelynandford.com](mailto:charlotte@evelynandford.com) or [nicola@evelynandford.com](mailto:nicola@evelynandford.com).
  - The personal information we ask for on the on these forms is your name, email address, phone number, and if applicable, what services you are interested in specifically.
  - The information you submit via our request form is shared only within Evelyn & Ford.
  - Evelyn & Ford will contact you by means of email and/or telephone (phone call or SMS) only to the email address and phone number you provide.
  - By submitting these forms stated above you are consenting to sharing this personal information to Evelyn & Ford.
  - By submitting these forms stated above, Evelyn & Ford send you direct marketing with further information about our services on the basis of Legitimate Interest.
  - You can opt out of any email communications from Evelyn & Ford by clicking the unsubscribe button located at the bottom of every email.

3. We also collect personal information when you use the 'Our Newsletter' form on our site.
  - You can sign up to Evelyn & Ford email newsletter by submitting this form.
  - To complete the 'Our Newsletter' form you must submit your email address.

## What We Do with Your Personal Information

Your data is held by Evelyn & Ford Ltd within the remit of Legitimate Interest. Evelyn & Ford Ltd does not share, sell, rent, or trade your personal information with third parties without your consent. We retain access to your personal information on our secure electronic database servers for five years, on the basis that over a five-year period organisations grow substantially and the need for our services is often triggered by such periods of growth. Your data is processed within Campaign Monitor and PipeDrive, whose security measures and policies have been tried, tested and confirmed as GDPR compliant. If you complete the Our Newsletter form or the contact us form your personal information will only be used by Evelyn & Ford for marketing purposes. We will retain and use your personal information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. If you chose not to provide your details, Evelyn & Ford will not be able to share with you educational content and hints and tips to support your business growth.

For all those that have progressed form enquiry stage and have had discussions in reference to business needs with a member of our team via email, telephone or website, this information is stored and maintained on our third-party database, PipeDrive.

## Requesting and Updating Your Personal Information

To request a copy of your personal information or to make changes to it please send an email to [charlotte@evelynandford.com](mailto:charlotte@evelynandford.com) or [nicola@evelynandford.com](mailto:nicola@evelynandford.com), with the subject line 'Request for Personal Information' and we will endeavour to respond to your request in two working days. Before we can complete your request you will need to verify your identity to us by confirming your full name and email address.

## Deleting Your Personal Information from Evelyn & Ford

To request that your personal information be deleted from Evelyn & Ford's records please send an email to [charlotte@evelynandford.com](mailto:charlotte@evelynandford.com) or [nicola@evelynandford.com](mailto:nicola@evelynandford.com) with the subject line 'Deletion of Personal Information' and we will endeavour to respond to your request in two working days. Before we can complete your request you will need to verify your identity to us by confirming your full name and email address. If you wish to unsubscribe from email marketing you can click the 'Unsubscribe' link at the bottom of any email we send to you.

## Data processing

If you are in any way unhappy with the way in which your data has been used, we encourage you to contact us directly at [charlotte@evelynandford.com](mailto:charlotte@evelynandford.com) or [nicola@evelynandford.com](mailto:nicola@evelynandford.com) to give us the opportunity to address your concerns.

## Changes to This Privacy Policy

Evelyn & Ford reserves the right to make material changes to its privacy policy. These changes

will be posted prominently on our privacy policy, the home page, and other places we deem appropriate.

## Copyright

The contents of these pages, including all web design, text, graphics and their arrangement and selection along with the source code and software are copyright to Evelyn & Ford and its providers. None of the content of this website may be copied or otherwise incorporated into or stored in any other design, logo, website, electronic retrieval system or publication in any form (whether hard copy, electronic or other). Linking to or framing of this site or any part of it is not permitted without permission.

## Security

We endeavour to take all reasonable steps to protect your personal information. However, we cannot guarantee the security of any data that you disclose online and we will not be responsible for any breach of security unless this is due to our negligence or wilful default.

## Your rights

You have the right to ask us not to process your personal data for marketing purposes. You will always have the option to unsubscribe from any electronic marketing. We will aim to inform you before collecting your data if we intend to use your data for such purposes or we intend to disclose your information to any third party for such purpose.