

Personal Poems Privacy Policy

Our contact details

Name: Personal Poems

Phone Number: 01245 526188

E-mail: info@personalpoems.co.uk

Below are the seven principles of GDPR:

- *Lawfulness, fairness and transparency.*
- *Data minimisation.*
- *Accuracy.*
- *Storage limitation.*
- *Integrity and confidentiality (security)*
- *Accountability.*

This Privacy Policy will exemplify how Personal Poems complies fully with these GDPR principles.

Lawfulness, fairness and transparency

We currently collect and process the following information:

- *First names and email addresses.*
- *We occasionally collect postal addresses if customers request a poem to be printed and sent. This is given with direct consent.*

How we get the personal information and why we have it

The personal information we process is provided to us directly by you, the customer, for one of the following reasons:

- *To enquire about a personal poem*
- *To request a personal poem*

- *To leave feedback about a personal poem*

We use the information that you have given us in order to create your Personal Poem and send it to you.

*Occasionally, we will obtain **names and email addresses only** of individuals and organisations who may benefit from our Services. This personal data will be gathered **only** if it is freely available from their own website or from their social media account.*

Purpose limitation and Storage limitation

We will only process personal data that is specifically relevant to the Services we provide. All correspondence will have the option to remove an individual or company's personal data from our records and personal data (names and email addresses) from any unanswered emails will be permanently deleted after 30 days.

We will never share, sell or exchange your information.

Accuracy

We endeavour to keep accurate records and will never knowingly contact an individual or company that has withdrawn permission.

Integrity, confidentiality and accountability

Personal Poems is accountable for keeping personal data secure. Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:

Your consent.

You are able to remove your consent at any time. You can do this by contacting info@personalpoems.co.uk

How we store your personal information

Your information is securely stored and password protected.

Personal data (names and email addresses) from unanswered emails is deleted after 30 days. Names and email addresses from electronic correspondence entered into are kept for 6 months. We will then dispose of all personal data by securely deleting any electronic correspondence and/or shredding any paper-based correspondence.

We keep postal addresses for up to 7 days or earlier if the poem has already been posted. We will then dispose of your information by securely deleting any electronic correspondence or shredding any paper-based correspondence.

Your data protection rights

Under data protection law, you have rights including:

Your right of access - *You have the right to ask us for copies of your personal information.*

Your right to rectification - *You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.*

Your right to erasure - *You have the right to ask us to erase your personal information in certain circumstances.*

Your right to restriction of processing - *You have the right to ask us to restrict the processing of your personal information in certain circumstances.*

Your right to object to processing - *You have the the right to object to the processing of your personal information in certain circumstances.*

Your right to data portability - *You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.*

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at info@personalpoems.co.uk if you wish to make a request.

How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us at info@personalpoems.co.uk

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>



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