

Privacy Policy – Boost Social Media Ltd

This privacy notice sets out how we will process personal data we collect from or about you, or which you provide to us. Please read this policy carefully to understand why data is being collected and what we do with that data.

For the purpose of the Data Protection Act 1998 and General Data Protection Regulation EU 2016/679, the data controller is Boost Social Media a company registered in England whose registered address is 11 Bryher Close, Kelly Bray, Callington, Cornwall, PL17 8FE.

How do we collect information from you?

We collect information from you when you use our services or make an enquiry by telephone, email or at networking events face to face. We will also collect information if you sign up to our newsletter.

We will ask you to confirm that you are happy to receive communications from us and if you would like to be signed up to our newsletter.

What type of information is collected from you?

The information we collect about you might include the following;

- your name / name of business
- your business address and postcode
- your email address
- your mobile number
- your IP address
- your web browser type and version
- any information regarding what pages on our website are accessed and when

The data we may collect;

- If you contact us, we may keep a record of your email and other correspondence.
- Information you provide when you complete our Newsletter Sign Up Form.
- Information you provide if you complete a survey.
- Details of visits to our website and the pages and resources that are accessed, including but not limited to, traffic data, location data and other communication data that may assist us in understanding how visitors use our website. This may also include the resources that you access, and information about where you are on the internet including the domain type, IP address and URL that you came from. This information is collected and used for our internal research purposes and to improve our customer service and may be sent to third-party processors for the purposes of data analysis, to improve our marketing efforts and for targeting specific services and products.

- 1. Our website uses Google Analytics. Google Analytics uses cookies to help monitor web traffic. Although the IP records are not directly accessible, Google Analytics records the IP of website visitors which counts as 'personal data'. The data is stored and processed by the Data Processor *Google* and shared with another Data Controller, *Linedot Web Design*, for the purposes of monitoring general web traffic. This data is deleted every 26 months.
- 2. Our Wordpress website allows people to leave comments. Wordpress uses cookies to enable the website to remember commenter's personal data (e-mail, name, IP address) so that they do not have to resupply their information each time they comment. The data is stored and processed within a MySQL database stored on Siteground servers. This data may be shared with *Linedot Web Design* in order that they might assist with website maintenance. The database is hosted by Siteground who would be the Data Processor. This data is not deleted.
- 3. Our website uses the Wordfence and Sucuri plugins to provide Firewall protection. In order to protect your website these programs may record IP addresses. The data is stored and processed within a MySQL database. This data may be shared with *Linedot Web Design* in order that they might assist with website maintenance. The database is hosted by Siteground who would be the Data Processor. This data is not deleted.
- 4. Our website host (Siteground) supply web traffic monitoring services, namely AWStats and Webalizer which record IP addresses of visitors in order that you may monitor web traffic. This data may be shared with *Linedot Web Design* in order that they might assist with website traffic monitoring. The data is hosted by Siteground who is the Data Processor. This data is not deleted.

Your privacy is important to us and we confirm that we will never release your personal data to any third party for their mailing or marketing purposes.

How will we use the data about you?

We may use your information;

- to provide you with information you have requested from us about our products and services
- to seek your views or comments on the services we provide;
- to notify you about any changes to our business or website, including improvements, and service or product changes
- to send you communications which you have requested and that may be of interest to you.
- if you consent, to notify you via our sales and marketing channels (email, telephone or post) of products or special offers that may be of interest to you. You can stop these communications at any time by unsubscribing or contacting us via telephone or in writing (please see 'How to opt out' below)
- for our internal purposes including internal record keeping, statistical purposes, quality control, website performance and evaluation, improvements to products and services.

Who has access to your information?

In order to comply with the Data Protection Act of 1984 and 1998, we follow procedures in the storage and disclosure of information that you have given to us, to prevent unauthorised access, misuse, alteration or loss of information under our control. Our security measure may mean that we will require proof of identity before we are able to disclose information to you.

We will not sell or rent your information to third parties. We will not share your information with third parties for marketing purposes.

Use of ‘cookies’

Our website uses cookies to improve your user experience. A Cookie is a small file of letters and numbers sent by an organisation which asks permission from your browser to be placed on your hard drive to allow that website to recognise when you visit. We only use this information for statistical analysis purposes. Overall, cookies help us provide you with a better website by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. For example, we use Google Analytics to research user activities on our website in order to enhance its performance and usability. In the course of conducting this research Google places a First Party session ‘cookie’ on your browser and collects aggregate information to enable us to see what people view on the website and for how long. The use of cookies enables us to improve our website, deliver effective marketing and offer a more personalised service. You can choose to accept or decline cookies by adjusting your browser preferences or using a dedicated browser extension.

To find out more about how to manage cookies through your chosen browser go to www.allaboutcookies.org/manage-cookies/

The transfer of your information outside of Europe

The information which you provide to us may be transferred to countries outside the European Union (“EU”). For example, we use Mail Chimp (based in USA) as a platform for email marketing. Please find their Privacy Policy here <https://mailchimp.com/legal/privacy/>. These countries may not have similar data protection laws to the UK. By submitting your personal data, you’re agreeing to this transfer, storing or processing.

Retention of information

We will hold your personal information on our systems for as long as is necessary to fulfil the purpose for which it was obtained, or as long as is set out in any relevant contract you hold with us.

Should you wish to unsubscribe from our mailing list we may still hold your personal data on our database to the extent permitted by law.

How do I opt out?

You have a choice about whether or not you wish to receive information from us. We will not make contact with you unless you have opted in. If then, you no longer want to receive direct marketing communications from us then you can change your preferences or unsubscribe by doing the following:

- Click the 'unsubscribe' or 'change preferences' link at the bottom of marketing emails sent to you
- Email info@weareboost.co.uk or ring 07854 193992 and we will contact you back ASAP.

We will not contact you for marketing purposes by email, phone or text message unless you have given your prior consent. We will not contact you for marketing purposes by post if you have indicated that you do not wish to be contacted.

Your rights

Your 'right to be forgotten' and access. You are legally entitled to access, modify, correct, revoke your consent and delete any data we hold relating to you and that you have the legal right to forbid this data being prevented to any third parties. You have the right to ask for a copy of the information Boost Social Media about you at any time. Please use the contact details below if you would like to receive a copy. The accuracy of your information is also important to us. If you change email address, or any of the other information we hold is inaccurate or out of date, please email us at: info@weareboost.co.uk or ring us on 07854 193992.

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