

# Privacy Policy Statement

This Privacy Policy is effective from 8<sup>th</sup> October 2018

## General Information

This privacy notice tells you what to expect from a privacy perspective when visiting our web site at [amelia-opie.co.uk](http://amelia-opie.co.uk)

We are keen to make sure our web site visitors get a positive and useful experience and to that end we wish to facilitate interaction, involvement and feedback. At the same time we wish to protect our visitors' personal information and only use it for the purpose indicated.

Therefore...

- a) We only collect individual data to fulfil our visitors' expectation for things like participation in discussions, membership of restricted areas of the web site, the distribution of information, and the purchase of products or services. All we collect is the data explicitly requested on the forms, and any data provided via emails sent to us. In particular, we do not knowingly or intentionally collect "sensitive personal information".
- b) We collect data for analytical purposes to better understand how the site is found and used. Typically, this is anonymous or anonymized.
- c) We do not disclose information to third parties, other than is necessary to operate the business, fulfil contracts and meet legal obligations.
- d) We only retain information for as long as is necessary to fulfil our obligations and to satisfy the interest of our clients and visitors.
- e) We use appropriate technical and organisational measures to secure and protect the information we store.
- f) We do not transfer information to any parties outside the EU.
- g) We may update and amend our Privacy Policy from time to time. The current policy is provided on our web sites.

This Privacy Policy is intended to comply with the General Data Protection Regulation (Regulation (EU) 2016/769) (GDPR). For further information see <https://gdprprivacypolicy.org>

## Our details

Our contact details, including correspondence address, email address and telephone number are provided at the foot of each web page. The data controller is Carl French and may be contacted using the contact form.

## Information collected.

As indicated earlier, the information we collect is..

- Data explicitly requested on any forms visible on the web site.
- Data provided via emails, written correspondence sent to us or told to us in telephone conversations.
- Data collected for analytic purposes. This is typically anonymous.

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- The legal basis for collecting, processing and storing information is “legitimate interest” (article 6(1)(b) of the General Data Protection Regulations).
- When we process payments for goods or services we use recognised third party payment processors.
- Our marketing communications use contact information provided by opt-in or on request.
- We may from time to time obtain contact details from third parties on the basis of “legitimate interest” (see earlier).
- Disclosure of information to third parties is only done when necessary to run our business or when there is a contractual or legal requirement.
- You have the right to object to the processing of your information for certain purposes. You may exercise this right by contacting the Data Controller (see earlier).

## Use of cookies by our web site

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the site.

The table below explains the cookies we use and why.

Cookie	Purpose	More information
Google Analytics	These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited. The specific cookies used to perform this are called _utma _utmb _utmc _utmz	<a href="#">Click here for an overview of privacy at Google</a>
twitter	Relates to twitter button- displayed on many pages. Used to enable visitors to share content via twitter.	<a href="http://www.twitter.com">www.twitter.com</a>
YouTube	Google related tracking. Cookies are VISITOR_INFO1_LIVE PREF	<a href="http://www.youtube.com">www.youtube.com</a> Also see further notes below.

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Facebook	Relates to Facebook button- displayed on many pages. Used to enable visitors to share content via Facebook.	<a href="http://www.facebook.com">www.facebook.com</a>
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Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

To opt out of being tracked by Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout>.

## YouTube cookies

We embed videos from our official YouTube channel using YouTube's privacy-enhanced mode. This mode may set cookies on your computer once you click on the YouTube video player, but YouTube will not store personally-identifiable cookie information for playbacks of embedded videos using the privacy-enhanced mode. To find out more please visit [YouTube's embedding videos information page](#).