

ELM Copy & Creative Privacy Policy

Contact details

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The type of personal information I collect

I currently collect and process the following information:

- Personal identifiers, contacts and characteristics (for example, name and contact details)
- ELM Copy & Creative are the “controllers” of this data under GDPR, the site is hosted by **Wix.Com** as the “processors” of the data and you should also be familiar with their Data Policy
- When accessing third party sites through links, eg Facebook, further data may also be collected by those third parties which is out of my control. I kindly recommend you check and agree to their data policies before accessing their sites via the links.
- Cookies and other IP identifiers will be collected by **Wix.com** and **Google** for the purposes of analytics and marketing. You can elect to allow the collection of this data when you provide your contact details. If you do not consent to allow cookies, only functional cookies will be used.

How I get the personal information and why I have it

Most of the personal information I process is provided to me directly by you for one of the following reasons:

- To receive the regular newsletter and important announcements from ELM Copy & Creative
- In order to engage in a contract of work
- In order to receive a quote for a proposed contract of work
- In order for ELM Copy & Creative to invoice and receive payments for agreed contractual obligations.

I also receive personal information indirectly, from the following sources in the following scenarios:

- If another contractor engaged by you has referred you to ELM Copy & Creative for additional services
- If you have contacted ELM Copy & Creative via **third party** platforms such as Facebook and Instagram messenger or Twitter. **Data collection is then also subject to the individual Data Protection Policy of the platform used.**

I use the information that you have given, in order to provide you with the services or information requested.

With your further permission, I may share this information with other service contractors, eg graphic designers, printers, to fulfil your job requirements. **Data will not be shared in this way before receiving separate, written agreement from you.**

Under the General Data Protection Regulation (GDPR), the lawful bases I rely on for processing this information are:

(a) Your consent. This means, you have provided your information freely, using either the contact form on the ELM Copy & Creative website, or have given it to me following a meeting or contact via another source, such as LinkedIn or my personal social media accounts. **You are able to remove your consent at any time. You can do this by contacting ericam@elmcopycreative.com**

(b) I have a contractual obligation. In order for me to carry out the service you require, I would need an email address or telephone number to first agree a contract and maintain contact with you until it is complete. Your contact information is also required for me to issue invoices and receive payment for any service I provide. I am legally obligated to provide details of transactions with HMRC if requested to do so, under current UK tax laws. I cannot provide any services without client contact details.

(c) I have a legitimate interest. – Put simply, I need to stay in contact with my clients to ensure I am able to secure future business. The nature of the service I provide, is dependent on referrals, contacts and repeat business. The law allows me to stay in touch with customers to enable the business to continue. **You are able to remove your details from my data base, according to your rights set out below. You can do this by contacting ericam@elmcopycreative.com**

How I store your personal information

Your information is securely stored by www.wix.com as the “processors” under their terms and conditions.

I keep your *name, email address, postal address and telephone numbers* for *2 years* from the date of your last engagement with us. Or until you ask me to remove them, whichever is the sooner.

I keep a copy of *your job brief and related notes* on my own equipment, which is protected by [Kaspersky](#) Business Security with password protection and encryption. Back-up is also kept on a separate hard drive, which is encrypted and password protected.

Until we consider the contract to be “complete”, data is retained, which would usually be *4 weeks after final payment*.

If a contract cannot be completed, eg due to a dispute, all documents will be retained until the resolution of the issue. After completion of each contract, the documents will be destroyed as set out below. **NOTE:** the copyright in the material will remain with ELM Copy & Creative until the completion of the contract, as laid out in the Terms of Service document.

I will then dispose of your information by deleting it from the *Wix* database and *Gsuite* email server. Additional Job briefs and documents held directly by ELM Copy & Creative in pursuant of individual contracts will be deleted from the online server and devices.

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, I have one month to respond to you.

Please contact me directly at ericam@elmcopycreative.com 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 at ericam@elmcopycreative.com and www.wix.com, referencing ELM Copy & Creative as the website name.

You can also complain to the ICO if you are unhappy with how I 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>