

# Privacy policy

## Chester Handbooks Ltd.

Last updated: **May 23, 2018**

At Chester Handbooks Ltd, we are committed to protecting your personal data and respecting your privacy. When you use our website or submit information to us, we act as the “data controller”. This means that we are responsible for keeping your information private and secure. We may then pass this information onto trusted third party partners, known as “data processors”. These partners may use and securely store your information as detailed below. These companies may also be data controllers themselves, with their own strict privacy policies in place.

We’ve updated our privacy policy to ensure that we communicate to you, in the clearest way possible, how we treat personal information. We encourage you to read this policy carefully.

### Who we are

Chester Handbooks is a provider of magazine publications which are distributed within the Chester area. Our core business is providing advertising space to businesses and individuals who wish to advertise their services to readers within the magazines. We also offer services to our readers such as competitions and marketing communications.

#### Controller

Chester Handbooks is the controller and responsible for your personal data (collectively referred to as “we”, “us” or “our” in this privacy policy). If you have any questions about this privacy policy, including any requests to exercise your legal rights, please contact us using the details set out below:

#### Contact details

Chester Handbooks Ltd

Unit 3 Poplar Farm Studios

Hatton Heath

Chester

CH3 9AN

01829 770895

[david@chesterhandbooks.co.uk](mailto:david@chesterhandbooks.co.uk)

#### Changes to the privacy policy and your duty to inform us of changes

This version was last reviewed and updated on May 23, 2018.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

### What type of information do we collect?

The service involves the storage of data about a company or individual. This can include personal information about an identifiable individual, and may include information such as the individual’s name, email address, telephone number and address.

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

- Identity Data includes name and title, including company name.
- Contact Data includes invoice address, delivery address, email address and telephone numbers.
- Financial Data includes payment card details and/or banking details.
- Transaction Data includes details about payments to and from you and other details of products and services you have purchased from us.
- Technical Data includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website.
- Usage Data includes information about how you use our website, products and services.
- Marketing and Communications Data includes your preferences in receiving marketing from us and our third parties and your communication preferences.

We do not collect any information that might highlight especially private details, such as race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data. Nor do we collect any information about criminal convictions and offences.

## How do we collect information from you?

We obtain information from you when you use our website. This is anonymous usage data and cannot be used to identify you.

We may collect personal information directly from you when:

- You contact us by telephone, email or post.
- You visit our website and by filling our contact forms.
- We contact you by telephone, email or post.

## How do we use your personal data?

The processing of your personal information may include:

- Collecting and storing your personal data, whether in manual or electronic files
- Entering into a contract to provide you with a service
- Managing payments, invoices, fees and charges
- Managing our relationship with you such as notifying you about changes to terms or privacy policies
- Sending information to third parties with whom we have or intend to enter into arrangements which are related to our services
- Complying with laws and regulations in applicable jurisdictions

## Why we process your personal data

### Entering into a contract to provide you with a service

In order to provide our services, we may enter into a contract with you and/or a third party. In order to enter into a contract we will need certain information, for example your name, address, contact details and payment details.

A contract will also contain obligations on both your part and our part and we shall process your data as is necessary for the purpose of those obligations. For example, in order to process invoices, a payment card or bank details will be required.

### **Managing payments, invoices, fees and charges**

As necessary for our legitimate interests, we may process your data for purposes of managing invoices and fees for use of the service, as well as to recover debts due to us.

### **Managing our relationship with you**

In performance of a contract with you, we may use your personal data to request and provide information to be able to provide the service to you, such as request for advert content or artwork, design approval and sign-off.

We may also contact you with updates to the service where there is a legitimate interest, or to notify you of changes.

### **Sending information to third parties**

In performance of a contract with you, we may send your personal data to trusted third-parties for the purposes of providing you the service as well as managing the customer relationship.

### **Complying with laws and regulations in applicable jurisdictions**

We are required to comply with statutory and regulatory obligations relating to business generally, for example complying with tax, bribery, fraud/crime prevention and data protection legislation, and co-operating with regulatory authorities such as HMRC or the Information Commissioner's Office.

## **Use of non-personally identifiable data**

By using the website, you agree that we can access, aggregate and use non-personally identifiable data we have collected from you.

We are not able to gather other information from your disk or computer. We collect a copy of the data held by the cookie for inclusion in any analysis. We use full SSL protocols when collecting visitor information on secure pages; this ensures that the website's security is not compromised. We encrypt all transmitted visitor information so no-one else can read the information we gather.

None of the information can be traced to an individual – we do not know who you are as a unique user, merely that there are a certain number of people using the website. We only collect data that relates to what goes on, on our website and the information cannot be used for marketing on an individual basis.

## **Who has access to your data**

We will never sell or rent your information to third parties, nor will we share your information with third parties for marketing purposes.

We may pass your information to our trusted third-party service and software providers for the purposes of completing tasks and providing services to you. When we use these third-party service providers we only disclose the personal information that is necessary to deliver the services that you expect. All of these companies specialise in the secure storage of information and implement their own privacy policies.

We do not store your debit/credit card details

## **How to access and update your information**

We always try to maintain the most up-to-date information about you on our records. If you change email address or want us to update or remove any other information we have about you (including the option to completely delete your details), please email [david@chesterhandbooks.co.uk](mailto:david@chesterhandbooks.co.uk) with your request. Alternatively, you could write to us at the address detailed above.

You can also request a full record of all data we have stored that relates to you. Depending on the nature of your request, this may take up to 28 days to process.

For more information about your legal rights regarding privacy and your data, please visit the Information Commissioner's Office at [ico.org.uk/for-the-public/personal-information](https://ico.org.uk/for-the-public/personal-information).

## Data retention

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

By law we are required to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for six years after they cease being customers for tax purposes.

In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

## Data security

There are several measures in place to ensure that all personal information you give us is secured to protect your privacy.

Any information we receive from you is stored securely either on one of our own servers, or with one of our third-party service providers.

Where your information can be accessed for use with the service and related customer support channels, we limit who has access to your information, ensuring that only the most necessary employees can see it. We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

## Data location and transfers

Chester Handbooks servers and those of the third parties it uses are located within the EU. We do not transfer your personal data outside the EU.

## Cookies

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly. For more information about the cookies we use, please see our [cookie policy](#).