

LIVING THE CREAM PRIVACY NOTICE

We are committed to respecting your privacy. This notice is to explain how we may use personal information we collect before, during and after your correspondence with us. This notice applies to you if you have engaged in the process of requesting a quotation. This notice explains how we comply with the law on data protection, what your rights are and for the purposes of data protection we will be the controller of any of your personal information.

References to **we**, **our** or **us** in this privacy notice are to **Living the Cream**

PERSONAL INFORMATION WE MAY COLLECT FROM YOU

We may collect **personal information** about you, such as:

- Personal contact details that allows us to contact you directly such as name, title, email addresses, website addresses and telephone numbers;
- Records of your interactions with us such as emails and other correspondence and your instructions to us;
- Any credit/debit card and other payment details you provide so that we can receive payments from you and details of the financial transactions with you;
- Images in video and/or photographic form
- Your marketing preferences so that we know whether and how we should contact you;

We may not collect all of the above types of personal information about you. We process the above personal data for the purpose of properly administering bookings which is a legitimate interest.

WHERE WE COLLECT YOUR INFORMATION

We typically collect personal information when request a quotation from Living the Cream, when you register your interest with us, when you purchase any services or products we offer, when you have publically advertised your services, when you make a comment, compliment or complaint or when you correspond with us by phone, e-mail or in some other way.

We also may collect personal information about you from any third party references you provide as part of the application process.

DIRECT MARKETING

Email marketing: from time to time, we may contact you by email with information about products and services we believe you may be interested in.

We will only send marketing messages to you in accordance with the marketing preferences you set. You can then let us know at any time that you do not wish to receive marketing messages by contacting us as described in the "Contacting us" section below. You can also unsubscribe from our marketing by responding 'unsubscribe' to the marketing messages we send to you.

DISCLOSURE OF YOUR PERSONAL INFORMATION

We do not share your personal information with any other parties.

TRANSFERRING YOUR PERSONAL INFORMATION INTERNATIONALLY

The personal information we collect is not transferred to and stored in countries outside of the UK and the European Union.

HOW LONG DO WE KEEP PERSONAL INFORMATION FOR?

The duration for which we retain your personal information will differ depending on the type of information and the reason why we collected it from you. However, in some cases personal information may be retained on a long-term basis: for example, personal information that we need to retain for legal purposes will normally be retained in accordance with usual commercial practice and regulatory requirements. Generally, where there is no legal requirement we retain all physical and electronic records for a period of 7 years after your last contact with us. Exceptions to this rule are:

Details regarding unsuccessful bookings where we hold records for a period of not more than 12 months;

It is important to ensure that the personal information we hold about you is accurate and up-to-date, and you should let us know if anything changes, for example if you change your phone number or email address.

You can contact us by using the details set out in the "**Contacting us**" section below.

USES MADE OF THE INFORMATION

The table below describes the main purposes for which we process your personal information, the categories of your information involved and our lawful basis for being able to do this.

Purpose	Personal information used	Lawful basis
To administer any bookings you have with us and managing our relationship with you, including dealing with payments and any support, service or other enquiries made by you	All contact booking details, transaction and payment information, records of your interactions with us, and marketing preferences.	This is necessary to enable us to properly manage and administer your booking.
To arrange and manage any contracts for the provision of any services or products	Contact details, transaction and payment information. Records of your interactions with us.	This is necessary to enable us to properly administer and perform any contract for the provision of any services and products you have purchased from us or that we purchase from you.
To send you marketing information we think you might find useful or which you have requested from us, including information about future FDC events and information that we think you may find useful.	Contact details and marketing preferences.	Where you have given us your explicit consent to do so.
To answer your queries or complaints	Contact details and records of your interactions with us	We have a legitimate interest to provide complaint handling services to you in case there are any issues with your booking.
Retention of records	All the personal information we collect.	We have a legitimate interest in retaining records whilst they may be required in relation to complaints or claims. We need to retain records in order to properly manage your booking and administer events. In some cases we may have legal or regulatory obligations to retain records.
The security of our IT systems	Your usage of our website.	We have a legitimate interest to ensure that our IT systems are secure.
To conduct data analytics studies to better understand event attendance and trends.	Records of your visits to our website and or social media	We have a legitimate interest in doing so to ensure that our event is targeted and relevant to the needs of attendees.
For the purposes of promoting our business	Images in video and/or photographic form.	Where you have given us your explicit consent to do so.

For some of your personal information you will have a legal, contractual or other requirement or obligation for you to provide us with your personal information. If you do not provide us with the requested personal information we may not be able to take your booking or we may not be able to properly perform our contract with you or comply with legal obligations and we may have to terminate your booking. For other personal information you may not be under an obligation to provide it to us, but if you do not provide it then we may not be able to properly perform our contract with you.

Where you have given us your consent to use your personal information in a particular manner, you have the right to withdraw this consent at any time, which you may do by contacting us as described in the "Contacting us" section below.

Please note however that the withdrawal of your consent will not affect any use of the data made before you withdrew your consent, and we may still be entitled to hold and process the relevant personal information to the extent that we are entitled to do so on bases other than your consent. Withdrawing consent may also have the same effects as not providing the information in the first place, for example we may no longer be able to provide certain services to you.

YOUR RIGHTS IN RELATION TO PERSONAL INFORMATION You

have the following rights in relation to your personal information:

- the right to be informed about how your personal information is being used; ○ the right to access the personal information we hold about you;
- the right to request the correction of inaccurate personal information we hold about you;
- the right to request the erasure of your personal information in certain limited circumstances;
- the right to restrict processing of your personal information where certain requirements are met;
- the right to object to the processing of your personal information;
- the right to request that we transfer elements of your data either to you or another service provider;
- the right to object to certain automated decision-making processes using your personal information.

You should note that some of these rights, for example the right to require us to transfer your data to another service provider or the right to object to automated decision making, may not apply as they have specific requirements and exemptions which apply to them and they may not apply to personal information recorded and stored by us. For example, we do not use automated decision making in relation to your personal data. However, some have no conditions attached, so your right to withdraw consent or object to processing for direct marketing are absolute rights.

To exercise any of the above rights, or if you have any questions relating to your rights, please contact us by using the details set out in the "Contacting us" section below.

If you are unhappy with the way we are using your personal information you can also complain to the UK Information Commissioner's Office or your local data protection regulator. We are here to help and encourage you to contact us to resolve your complaint first.

CHANGES TO THIS NOTICE

We may update this privacy notice from time to time. When we change this notice in a material way, we will update the version date at the bottom of this page. For significant changes to this notice we will try to give you reasonable notice unless we are prevented from doing so. Where required by law we will seek your consent to changes in the way we use your personal information.

CONTACTING US

In the event of any query or complaint in connection with the information we hold about you, please email jon@livingthecream.co.uk or write to us at 18 Woodlands Drive, Colsterworth, Lincolnshire NG33 5NH