

# The Tidy Coo Privacy Policy

This Privacy Policy details how The Tidy Coo uses and protects any information that you give The Tidy Coo whilst using this website.

The Tidy Coo is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement. The Tidy Coo is registered with the Information Commissioner's Office (ICO) with reference ZA390119. More information on the role of the ICO can be found at [www.ico.org.uk](http://www.ico.org.uk).

The Tidy Coo may change this policy from time to time by updating this page. Please check this page regularly to ensure that you are happy with any changes. This policy is effective from 12<sup>th</sup> January 2021.

## Information Collected:

We will always make it clear to you as to what information is collected and how it will be used.

Personal Information will only be used for the purposes for which it was originally collected, and we will make sure we delete it securely.

The Tidy Coo may collect the following information:

- Name and job title
- Contact information including email address
- Demographic information such as postcode, preferences and interests
- Testimonials and photos from client work
- Other information relevant to client surveys and/or offers

## Use of children's data:

The Tidy Coo does not knowingly collect or store any personal information about anyone under the age of 18.

## How this information is used:

The information we collect is used to help The Tidy Coo understand your needs and to provide you with a better service. Information is used as follows:

- Internal record keeping – if you work with The Tidy Coo your details will be kept for administrative purposes only.
- To ensure that we only market services or send promotional emails to you if you have given us your permission to do so.
- To improve the products and service offered by The Tidy Coo.

- Client Testimonials and photos may be used on The Tidy Coo website if you have given your permission to do so.
- To conduct market research on our services and your interests relating to them. This might be via email, phone or mail. The data collected will be used to improve our services offer and website content.

### **How long is personal data kept for?**

Personal data is only kept for as long as is necessary for the purpose for which it was collected.

- At the end of that retention period, your data will either be deleted completely or anonymised, for example by aggregation with other data so that it can be used in a non-identifiable way for analysis and business planning.
- If The Tidy Coo works directly with you then a record of this work will be kept for 5 years to comply with legal and tax obligations.

### **Security**

The Tidy Coo recognises how much data security matters to all our customers. With this in mind, your data is treated with the utmost care and all appropriate steps are taken to protect it.

- The website is a secure site using 'https' technology.
- Access to your personal data and records is password-protected.

### **Cookies**

The Tidy Coo website uses cookies to monitor visits and use of the site. A cookie is a small file which asks permission to be placed on your computer's hard drive. The information collected is used for statistical purposes to track how many users the site has and how often they visit the website and which pages are most frequently visited. This helps us to understand how the website is working and to help us improve the website experience. More information about cookies can be found on <http://www.allaboutcookies.org/>.

Cookies never permit access to your computer or any information about you, other than data you choose to share. You can turn cookies off but if you do this, you may not be able to use all services on our websites.

By using this website, you are agreeing to the use of cookies as described. For information on how to disable cookies, please consult the "Help" tab of your browser via the menu bar.

### **Links to other websites**

The Tidy Coo website contains links to other websites which may be of interest to our customers. Please note that these external sites are not governed by this privacy statement and

therefore The Tidy Coo has no responsibility for the protection and privacy of any information that you provide whilst visiting them. We recommend reviewing the privacy statement of any site you visit before entering any personal information.

The content on this site reflects the personal opinions of and recommendations from The Tidy Coo. Content is not influenced by advertisers or written to promote products unless they are clearly identified as being “brought to you by”, “sponsored by” or advertisement features. In such cases there may be links on our site for which The Tidy Coo may earn revenue.

### **How to manage your personal information**

You can control and restrict the collection and/or use of your personal information in the following ways:

- You will be able to opt out of marketing whenever you are asked to complete a form on the website, for example we have boxes that you need to tick if you want to receive marketing information from us.
- You can change your marketing preferences if you decide that you no longer wish to marketing information and promotions from us. This can be done at any time by email.
- Your personal information will not be sold or distributed to third parties unless we have your permission to do so or are required by law to do so. In the case of the latter we will work with authorities and follow the correct processes before releasing any information we hold about you.
- Client details will be securely archived for 5 years by The Tidy Coo but you may request to see the personal information that we hold about you at any time.

If you would like to access, amend or delete any personal information we have on our records, or register a complaint please contact the Data Controller for The Tidy Coo by emailing [rosie@thetidycoo.com](mailto:rosie@thetidycoo.com) or by sending a request to The Tidy Coo, Cowhill Farmhouse, Rothienorman, Inverurie, AB51 8UX. Requests will be responded to within 30 days.