



## BACKGROUND

Leaders by Nature Ltd understands that your privacy is important to you and that you care about how your information is used and shared online. We respect and value the privacy of everyone who visits Our Site and will only collect and use information in ways that are useful to you and in a manner consistent with your rights and Our obligations under the law.

This Policy applies to Our use of any and all data collected by us in relation to your use of Our Site. Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of Our Privacy Policy is deemed to occur upon your first use of Our Site. If you do not accept and agree with this Privacy Policy, you must stop using Our Site immediately.

If you have queries about how we use your data, or comments or questions about this Policy, please do email us. The email address to use is set out in section 2 below.

## DEFINITIONS

In this Policy the following terms shall have the following meanings:

“Our Site”	means these websites and all subdomains: <a href="http://www.judejennison.com">www.judejennison.com</a> <a href="http://www.judejennison.kartra.com">www.judejennison.kartra.com</a>
“process”	we “process” your personal data when we do anything with it, which might include: collecting, recording, organising, storing, adapting, altering, retrieving, using, combining, disclosing, or deleting it.
“We/Us/Our”	means Leaders by Nature Ltd, a limited company registered in England under 06873678, whose registered address is 14 Caudlewell Drive, Shipston on Stour, Warwickshire, CV36 4NT

## INFORMATION ABOUT US

- a) Our Site, is owned and operated by Leaders by Nature Ltd, a limited company registered in England under 06873678, whose registered address is 14 Caudlewell Drive, Shipston on Stour, Warwickshire, CV36 4NT
- b) Our VAT number is GB 291386282.
- c) Our Data Protection Officer is Jude Jennison who can be contacted on office @ [judejennison.com](mailto:office@judejennison.com)
- d) Our registration number with the Information Commissioners Office is: ZA270660.

## WHAT INFORMATION DO WE PROCESS?

Some data will be collected automatically by Our Site (for further details, please see Our Cookie Policy below), other data will only be collected if you voluntarily submit it and consent to Us using it for the purposes set out in section 5, for example, when signing up for a



newsletter or purchasing from Our online store etc. Depending upon your use of Our Site, We may collect some or all of the following data:

- a) Full Name
- b) Email Address
- c) Telephone Number
- d) Company name
- e) Company Information
- f) Address
- g) Credit / Debit card details
- h) IP address
- i) Web browser type and version
- j) A list of URLs starting with a referring site, your activity on Our Site, and the site you exit to
- k) Demographics

## HOW DO WE USE YOUR DATA?

We use your data to provide the best possible products and services to you. This includes:

- a) Providing and managing your Account
- b) Providing and managing your access to Our Site
- c) Personalising and tailoring your experience on Our Site
- d) Supplying Our products and services to you
- e) Personalising and tailoring Our products and services for you
- f) Responding to communications from you
- g) Supplying you with email newsletters, alerts etc. that you have subscribed to (you may unsubscribe or opt-out at any time by clicking the 'update your preferences' link in the email)
- h) Market research
- i) Analysing your use of Our Site and gathering feedback to enable Us to continually improve Our Site and your user experience
- j) Marketing purposes which may include contacting you by email, telephone, news and offers on Our products and services.

Under GDPR we will ensure that your personal data is processed lawfully, fairly, and transparently, without adversely affecting your rights.

## FINANCIAL AND CREDIT CARD DETAILS

We do not receive or store your credit card details. Credit card payments are handled by an external secure processor in accordance with their data security policies.

We receive limited information from our processor for us to tie up your payment with your invoice.

If you pay us by BACS or direct transfer, we know only what the bank tells us, which is usually the name of the person who paid us and how much and the reference number.



## DATA SHARING – 3<sup>RD</sup> PARTIES

We do not sell or exchange your personal data with organisations who may want to sell you something or use your data for research or other purposes.

### Platforms

We keep a list of the software platforms we use to run our business. If you would like a list of all the platforms we use, please email The Data Controller listed above.

### People

We have an outsourced support team for our own business which may include Virtual Assistants, Web Designers, IT support, Sales and Marketing, Accounting and more. They have limited access to your data, where the service they provide to us means they need it.

For example, if our IT support wants to check the functionality of a laptop or back up, they may need temporary access to information that may include something about you.

For example, if we invoice you, our Accountant needs to process the information in the invoice.

Your information/advice is held in the strictest confidence. Our team are all contracted to strict confidentiality clauses and have strict privacy policies in place.

## WHERE IS YOUR DATA LOCATED?

Like most small businesses, we do not have any tailor-made software – we use mainstream packages for everything from our customer records, to email, to accounting.

This means that some of your data may be held in the EEA, and some may be held in services in the USA (with suitable data privacy shields) or elsewhere. We have picked mainstream suppliers with appropriate security standards.

## RETENTION PERIODS

We only keep your data for as long as We need to in order to use it as described below, and/or for as long as We have your permission to keep it. In any event, your data will be deleted if you notify us via email, telephone or post.

We need to keep customer information long enough to satisfy HMRC and our insurers. We keep information on prospective customers long enough to make our sales enquiry system effective.

If you subscribed to a newsletter or updates list, you will remain on the list(s) you joined until you unsubscribe from that list.

## YOUR RIGHTS

You have the right to know what information we are collecting on you, and to amend it if it is inaccurate.

If you feel that for some reason we have information we should not be keeping, or it is out of date or otherwise wrong, please let us know and we will take appropriate action.



If you want to know what information we have about you, email us at the email address set out above and give us your name, email address(es) and we will happily do a search and let you know what information we hold on you and how we are using it/have used it.

You have a “right to be forgotten” - but that does have some legal limits to it. If you want us to remove information about you, let us know. If you have been a customer, we may not be able to remove all data as we will have to ensure that we can continue to comply with legal, accounting, taxation and our insurer’s requirements.

## COMPLAINTS

If you have a complaint about the way we are handling your information or how we have responded to a request for information or removal, you can take this up in the first instance by emailing us at the email address set out above.

If we can’t sort it out, the relevant supervisory authority for us is the Information Commissioner for the UK. You can contact them [here](#).

## COOKIES

For information about cookies and how we use them, we adhere to the industry standard for cookie policies which can be found at <https://automattic.com/cookies/>.