

## Privacy Policy – Jane Bytheway Limited

Welcome to our Privacy Policy. At Jane Bytheway Limited we regard customer privacy as an important part of our personal relationship with you, and we are committed to protecting and respecting your privacy.

This Policy is where we tell you the important things you need to know about when and why we collect personal information about people who visit our website, how we use it, and how we keep it secure. By using our website, you're agreeing to be bound by this Policy, so please read on. We would love you to stay and explore the resources available here on the website, although if you do not agree with our Privacy Policy you may decide to stop viewing and using the site. We would be sorry to see you go. If you have any questions about this policy, please let us know - you can find out how under the next heading, "About us".

### About us

We trade as Jane Bytheway Limited, a company based in the United Kingdom. We are responsible as the "Data Controller" of your personal information for the purposes of the General Data Protection Regulation (GDPR).

Any questions regarding this Policy and our privacy practices should be sent by email to [connect@janebytheway.com](mailto:connect@janebytheway.com) or by writing to our Registered Office: Jane Bytheway Limited, C/o Not Just Numbers Ltd, 5 Carrwood Park, Selby Road, Leeds, LS15 4LG. Alternatively, you can telephone 07977 732 186.

### Collection of information

We may collect information about you in the following ways:

- When you visit our website and cookies may be deployed to collect statistical data about your browsing actions and patterns. The data is not personalised, and helps us to understand how people make use of the website so we can provide the best possible service;
- When you purchase a product or service from us;
- When you contact us by telephone, by email, or by completing a form on our website or social media pages;
- When you meet with us at an event, or a meeting where we exchange details;
- If you are referred to us by a friendly advocate of our products and services;
- When you choose to become a client and we are working together.

### What type of information is collected from you?

The personal information we collect may include:

- Your name;
- Contact information such as email address, telephone number, correspondence address
- Demographic information such as postcode, lifestyle interests, business pursuits. We're in the business of helping people who want to create change, so we may ask about your needs, preferences and interests; you will always be invited to share this and never forced to do so. You always have a choice. We will usually collect this information through research questionnaires, surveys or offers;
- Photographic evidence and video footage. This is only if you attend one of our events or you are a customer, and you will have given specific consent for this;
- As a customer, we will need to collect financial information for the transaction, and sometimes your signature on contracts or other personal data in the context of our work together. If you purchase from us online, your card information is not held by

us, it is collected by our third party payment processors, who specialise in the secure online capture and processing of credit/debit card transactions, as explained below.

#### What are 'cookies' and how do we use them?

Like many other websites, the janebytheway.com website uses cookies. 'Cookies' are small pieces of information sent by an organisation to your computer or device and stored on your hard drive to allow that provider to recognise you when you visit, remembering your likes and dislikes and your preferences. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. They do not give us access to your computer or any information about you that you do not choose to share with us. You can choose to accept or decline cookies and you will have seen a pop-up request when you first visited our site.

#### How do we use the information?

We may use information held about you in the following ways:

- To respond to you if you contact us for help or with a query;
- To fulfil our contractual obligations to you when you have bought from us;
- To send you valuable information we think you will enjoy that relates to our services, events, what we are up to and how you can connect with us. We will only do this if you have given your consent, and if you ask us to stop then we will;
- To ensure our website is helpful and attractive for you to use, and so that we can meet the preferences and interests you have told us about;
- To seek your views or comments on the services we provide;
- To tell you of important changes to our service;
- We generally only use it for purposes that we need to - to protect your interests and ours, to prevent illegal activity and to ensure that what we offer and do in the world is safe and secure.

#### Who has access to your information?

We only share your information when there is a genuine need. This may be when you ask us to, or if we need to do so in order to deliver a service we're providing for you and you have given us express permission. We may have to share it with companies or service providers who provide IT and system administration services in order to ensure our technology is linked and working properly. This will be done in accordance with appropriate legal standards and requirements.

We will, of course, have to share personal information with law enforcement or other authorities if required by an applicable law.

Otherwise, we do not and will not share your personal information with any other third party for marketing purposes. We do not and will never sell your information to any third parties.

#### How do we protect and store the information?

We seek expert advice in order to use up to date security measures in line with latest technology, which may include encryption, security certificates, access controls, procedures and policies within our business, and take steps to mitigate any potential security risks and monitoring / testing our systems on a regular basis. We also anonymise data where we can so it is not identifiable.

#### How long do we keep the information?

We hold the information only for as long as necessary or in line with our relationship with you. If you become a customer we are legally required to hold some types of information (including contract, identity, financial and transaction data) to fulfil our statutory obligations for a period of 6 years. Whilst you are happy to be in contact with us we will continue to

retain your information but will stop contacting you where you have asked us to and will no longer hold your personal information unless required by our statutory obligations, as detailed above.

### Your choices

As a result of the GDPR legislation, you have certain rights by law about how your personal information is used. Here is a list of the rights that you can make choices about at any time:

- The accuracy of your information is important to us. You have the right to access the information we hold about you at any time so that you can ensure its accuracy. Just write to us and we will respond as efficiently as we can;
- You can choose whether or not you want to receive emails, correspondence, and messages from us. We will always give you an “opt-out” option so that it is easy to unsubscribe at any time;
- You can choose whether you are willing to be profiled for marketing purposes. So we may contact you and ask questions in order to connect with you and understand your needs and preferences so that we can serve you more effectively. You can ask us at any time to stop doing this and we will;
- You have the right to prevent the processing of your information. You may choose to ask us to just hold onto it in case you need it in the future, but not to process it in any way;
- You can choose to be deleted, which means that you can ask us to erase and delete permanently your information. In this case, we will only keep the bits of information that we are required to hold by law, and erase everything else;
- You can choose to transfer your information to another organisation. You just need to let us know what to include and who to send it to, and we can put it into action;
- You have the right to make a complaint. The Information Commissioner’s Office is the regulating body ([www.ico.gov.uk](http://www.ico.gov.uk)) and they are there to help with all data-related matters. There is a complaint form on their website. We hope you know that we would never intentionally do anything bad with your data. The ICO will probably ask you to give us an opportunity to sort things out with you first, and we would welcome that chance.

If you send us any requests to use these rights, we are committed to responding quickly, and certainly within a month (which is what the law requires us to do). It may well be sooner than that, if we are available when the request arrives.

### Links to other websites

Our website may contain links to other websites run by other organisations. This privacy policy applies only to our website, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other sites even if you access them using links from our website.

In addition, if you linked to our website from a third party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third party site and recommend that you check their privacy policy, too.

### 16 or Under

We are concerned to protect the privacy of children aged 16 or under. If you are aged 16 or under, please get your parent/guardian’s permission beforehand whenever you provide us with personal information.

### Website hosting

This website is hosted by the AWS cloud server. For information on their Privacy Policy please visit [aws.amazon.com](http://aws.amazon.com)

### [Review of this Policy](#)

This policy may be updated from time to time as a result of changes in legislation, further development of this website or the implementation of new technologies; we therefore recommend that you review the policy from time to time to ensure you are happy with the up to date version, which you will find here on the website.