

PRIVACY POLICY

This policy sets out how I process any personal data I collect from you or that you provide to me through my website. Affinity Editorial Limited complies with all applicable UK Data Protection legislation and regulations.

Please read the following carefully to understand what happens to personal data that you choose to provide to me, or that I collect from you when you visit this site. By visiting <https://www.affinityeditorial.com> (my website) you are accepting and consenting to the practices described in this policy.

The type of personal information I collect

I collect and process the following information:

- name and job title
- client and prospective client (you/your) contact information
- contact information for billing if different from above
- information relevant to work enquiries including specific project details

This is the minimum amount of information that I need to fulfil my requirements as a business.

I may also collect and process other information relevant to client surveys and/or offers.

How I get the personal information and why I have it

I collect and store information received from you via:

- email and/or instant messaging
- telephone calls or SMS
- LinkedIn InMail or direct message
- WhatsApp Business messaging
- business cards or other printed material provided by you

I use the information that you have given me to:

- contact you in response to your enquiry, order, quote, offer or booking
- record your agreement to the terms and conditions of my services
- issue invoices and maintain my accounting records as required by my tax authority (HMRC)

Under the General Data Protection Regulation (GDPR), the lawful bases I rely on for processing this information are:

- a) your consent (you can revoke your consent at any time by contacting security@affinityeditorial.com)
- b) that I have a contractual obligation
- c) that I have a legitimate interest

This data will not be used by me for marketing or promotional purposes without your written permission (for example, to publish a testimonial on my promotional materials), or unless you have requested to be contacted by me about special offers or new services.

I will never lease, distribute, sell or trade your personal information to any third-party companies for any reason.

How I store your personal information

I use suitable physical and electronic procedures to safeguard and secure your information from unauthorised access or disclosure.

Any personal information held about you is stored and processed under the GDPR and in line with the Data Protection Act 2018.

Your information is stored on an encrypted drive and in the cloud using Microsoft365 services. You can access the Microsoft365 privacy policy at <https://www.microsoft.com/en-gb/trust-center/privacy>. Affinity Editorial uses financial and business management platforms to support its operations that meet industry standards for security good practice.

My computer systems are hard-drive encrypted and protected with cross-platform malware protection, anti-phishing, automated threat detection and ransomware protection.

Hard copy records containing personal information are retained securely, in accordance with this policy.

As my clients may work with me more than once, I keep personal contact information and a summary of previous project information on file unless I am requested to delete it.

For my clients, project material(s) will be returned to you once I have completed the work. It is your responsibility to retain these for your purposes. I will keep completed project materials for up to 12 months from the submission of completed materials to you, unless otherwise agreed. At the end of this period, I will delete your project data from my computer hard drive and Google Workspaces.

I will keep any billing and invoicing information, and related contact information, for a period of at least 6 years in accordance with HMRC's record-keeping guidelines for my business.

If you want me to delete your information or advise me of any changes to your personal details, please contact security@affinityeditorial.com. Provided that this does not conflict with my legal obligations to HMRC, I will remove or update your information immediately.

Web cookies

I use cookies on my website that track visitor information. You can choose not to allow my website to store cookies on your device. Any data collected by my website is controlled and processed by Wix.com.

You can access the Wix privacy policy at <https://www.wix.com/about/privacy>, and the cookie policy at <https://www.wix.com/about/cookie-policy>.

Your data protection rights

Under data protection law, you have rights including:

Your right of access – You have the right to ask me for copies of your personal information.

Your right to rectification – You have the right to ask me to rectify personal information that you think is inaccurate. You also have the right to ask me to complete information that you think is incomplete.

Your right to erasure – You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing – You have the right to ask us to restrict the processing of your personal information in certain circumstances.

Your right to object to processing – You have the the right to object to the processing of your personal information in certain circumstances.

Your right to data portability – You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, I have one month to respond to you.

Please email security@affinityeditorial.com if you wish to make a request.

How to complain

If you have any concerns about my use of your personal information, you can make a complaint by emailing security@affinityeditorial.com.

You can also complain to the ICO if you are unhappy with how I have used your data. You can contact the ICO using the contact information below.

ICO address	Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF
ICO helpline	0303 123 1113
ICO website	https://www.ico.org.uk