

Privacy policy

This privacy policy describes how I LOVE CHEADLE HULME (“I LOVE CHEADLE HULME”, “We” “Us” or “Our”) protects your privacy when you use the I LOVE CHEADLE HULME website (ILoveCheadleHulme.com) or any of our social media channels.

We believe you should always know what data we collect from you and how we use it. When you share your personal data with us, we treat it with care and take our responsibility to protect it seriously.

This policy applies to our use of any and all data collected by I LOVE CHEADLE HULME in relation to your use of the website and any services or systems therein.

Definitions and interpretation

In this policy, the terms below shall have the following meanings:

- “Account”** means collectively the personal information, payment information and credentials used by users to access material and/or any communications system on the website.
- “Content”** means any text, graphics, images, audio, video, software, data compilations and any other form of information capable of being stored in a computer that appears on or forms part of this website.
- “Cookie”** means a small text file placed on your computer by I LOVE CHEADLE HULME when you visit certain parts of this website. This allows us to identify recurring visitors and to analyse their browsing habits within the website.
- “Data”** means collectively all information that you submit to the website. This includes, but is not limited to, account details and information submitted using any of our services or systems.
- “I LOVE CHEADLE HULME”** means the company I LOVE CHEADLE HULME.

“Personal data”	per the GDPR, personal data is any information relating to an identified or identifiable individual - meaning information that could be used, on its own or in conjunction with other data, to identify an individual. This may include names, physical addresses, email addresses, IP addresses, behavioral data, location data, biometric data, financial information and more.
“Service”	means collectively any online facilities, tools, services or information that makes I LOVE CHEADLE HULME available through the website, either now or in the future.
“System”	means any online communications infrastructure that I LOVE CHEADLE HULME makes available through the website either now or in the future. This includes, but is not limited to, web-based email, message boards, live chat facilities and email links.
“User”/“Users”	means any third party who accesses the website and who is not employed by I LOVE CHEADLE HULME acting in the course of their employment.
“Website”	means the website that you are currently using (www.ilovecheadlehulme.com) and any sub-domains of this site unless expressly excluded by their own terms and conditions.

1. Data collected

We collect, use, store and process data about you when:

- you provide information by filling in a form downloaded from our website
- you register to purchase membership or register for events
- you sign up to receive email newsletters
- you complete surveys that we use for research purposes
- you visit our website, leaving information about your computer and visits
- you contact us via phone, email or in person, when we may keep your contact details

“Contact details” as described above include the following

1. name
2. title

3. profession/company you work for
4. social media accounts
5. email addresses
6. telephone numbers
7. billing address
8. demographic information such as postcode, preferences and interests
9. IP address (automatically collected)
10. web browser type and version (automatically collected)
11. operating system (automatically collected)
12. a list of URLs starting with a referring site, your activity on this website, and the site you exit to (automatically collected)
13. cookie information

2. Our use of data

Any personal data you submit will be retained by I LOVE CHEADLE HULME for as long as you use the services and systems provided on the website. Data that you may submit through any communications system that we provide may be retained for a longer period.

Unless we are obliged or permitted by law to do so, and subject to section 3 of our policy, your data will not be disclosed to third parties.

All personal data is stored securely in accordance with the principles of the Data Protection Act 1998. Any or all of the above data may be required by us from time to time in order to provide you with the best possible service and experience when using our website.

Specifically, data may be used by us for the following reasons:

1. internal record keeping
2. improvement of our products/services
3. transmission by email of promotional materials that may be of interest to you
4. contact by email or telephone for market research purposes to customise or update the website

3. Third party websites and services

I LOVE CHEADLE HULME may, from time to time, employ the services of other parties for dealing with matters that may include, but are not limited to, payment handling, delivery of purchased items, search engine facilities, advertising and marketing. The providers of such services have access to certain personal data provided by users of this website. Any data used by such parties is used only to the extent required by them to perform the services that I LOVE CHEADLE HULME requests. Any use for other purposes is strictly prohibited. Furthermore, any data that is processed by third parties

must be processed within the terms of this policy and in accordance with the Data Protection Act 1998.

4. Changes of business ownership and control

I LOVE CHEADLE HULME may, from time to time, expand or reduce its business and this may involve the sale of certain divisions or the transfer of control of certain divisions to other parties. Data provided by users will, where it is relevant to any division so transferred, be transferred along with that division and the new owner or newly controlling party which will, under the terms of this policy, be permitted to use the data for the purposes for which it was supplied by you.

In the event that any data submitted by users will be transferred in such a manner, you will not be contacted in advance and informed of the changes.

5. Controlling access to your data

Wherever you are required to submit data, you will be given options to restrict our use of that data. This may include the following:

- 1: use of data for direct marketing purposes
- 2: sharing data with third parties.

6. Your right to withhold information

1: You may access certain areas of the website without providing any data at all. However, to use all services and systems available on the website you may be required to submit account information or other data.

2: You may restrict your internet browser's use of cookies.

7. Accessing your own data

You may access your data at any time to view or amend the information. You may need to modify or update your data if your circumstances change.

Additional data as to your marketing preferences may also be stored and you may change this at any time. You have the right to ask for a copy of your personal data on payment of a small fee.

8. Right to be forgotten

Upon request at any time we can delete individuals' data.

9. Security

Data security is of great importance to I LOVE CHEADLE HULME. To protect your privacy we have put in place suitable physical, electronic and managerial procedures to safeguard and secure data collected online.

10. **Cookies**

1: I LOVE CHEADLE HULME may set and access cookies on your computer as detailed in the website terms of conditions of use, which can be accessed via the link on the homepage. These cookies track your movements and activities on the website and are designed to give us a better understanding of our users, thus enabling us to improve the website and our services.

2: None of the cookies set by the website jeopardise your privacy in any way and no personal data is collected. By giving your consent to the setting of our cookies you are enabling us to provide the best possible experience and service to you through our website. If you wish to deny your consent to the placing of cookies, certain features of the website may not function fully or as intended.

3: Certain features of the website depend upon cookies to function and are deemed, within the law, to be strictly necessary. You will not be asked for your consent to place these cookies however you may still disable cookies via your web browser's settings.

4: You can choose to enable or disable cookies in your web browser. By default, your browser will accept cookies, however this can be altered. For further details please consult the help menu in your browser. Disabling cookies may prevent you from using the full range of services available on the website.

5: You may delete cookies at any time; however, you may lose any information that enables you to access the website more quickly.

6: It is recommended that you ensure your internet browser is up-to-date and that you consult the help and guidance provided by the developer of your browser if you are unsure as to how to adjust your privacy settings.

11. **Changes to this policy**

I LOVE CHEADLE HULME reserves the right to change this privacy policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the website and you are deemed to have accepted the terms of the policy on your first use of the website following the alterations.

12. **Policy implementation**

I Love CHEADLE HULME will continue to oversee implementation of and compliance with our policy and will adapt the policy to reflect changes in technology and the expectations of everyone we deal with. To ensure that we are following our stated policy, we also conduct periodic and random audits of our website and other systems.

Our privacy policy has been developed out of respect for the privacy preferences and choices of our suppliers, customers, associates and staff. We have established procedures to ensure that every reasonable effort is made to address your concerns. If you have any questions or comments on data protection, please contact us using the details above. If you have a complaint about our handling of data, please contact us in the first instance, so we can address the problem directly. If you feel your complaint or inquiry has not been handled correctly, you have the right to approach the Information Commissioner's Office (www.ico.org).