

## In Your Own Words Privacy Policy:

In Your Own Words understands that your privacy is important to you and that you care about how your personal data is used. We respect and value your privacy and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

This policy refers to personal data – which is, in simplest terms, any information about you that enables you to be definitely identified.

### **In Your Own Words**

Herein “I” refers to Elizabeth Bourne, sole trader at “In Your Own Words”.

I am processing data on the basis of contract and legitimate interests. This means that the personal data I obtain and hold is necessary for me to complete a contract with a client, and that completion of the contract cannot be reasonably achieved without the data I obtain.

### **What this means for you (herein unless otherwise specified “you” refers to a client of In Your Own Words):**

By commissioning a poem from In Your Own Words, you agree to me holding all personal data you provide me with. Primarily, this data will take the form of a completed personal questionnaire, as well as information shared over emails, phonecalls and other remote or direct communications. The data will also take the form of contact information (email address, and perhaps also phone numbers and postal addresses). All data you provide as outlined here is supplied so that I can complete commissions as required – in other words, I use your information as direct creative stimulus for commission production – and deliver them to you.

I will hold all of your data privately and securely and will not share it with anyone outside of In Your Own Words. At the time of writing (May 2018), I am the sole trader at In Your Own Words, meaning that your data will not be shared with anyone else at all.

### **Data breach**

If your data is compromised, this will mean:

- I have had a security breach within my personal computer, or;
- I have sent documents containing your information, such as an invoice, to the wrong client.

In order to avoid these situations I:

- Have virus software in place on my personal computer
- Am vigilant and careful in my correspondence

If such a situation occurs I will rectify it using, for example, any of the following methods:

- Email recall
- Virus clean up
- Wiping my harddrive
- Seeking professional advice/services

If I have any reason to suspect your data has been compromised, I will notify you within 48 hours.

## Newsletters

In Your Own Words electronic newsletters will only be sent to those from whom I have received positive express permission in the form of email verification or verbal communication (the latter is **only** applicable to the very small handful of clients known to me personally). As a receiver of the In Your Own Words newsletter you can withdraw this permission at any time by writing to [elizabeth@inyourownwords.org.uk](mailto:elizabeth@inyourownwords.org.uk) or by clicking "Unsubscribe" within a newsletter itself, at which point you will stop receiving newsletters. You may re-subscribe at any point by visiting [www.inyourownwords.org.uk](http://www.inyourownwords.org.uk)

## Once our commission is complete

Upon successful completion of a commission, your completed questionnaire will be deleted from my records.

As a client of In Your Own Words your contact information (email address, and also phone number/address if you have provided them) will be held on file indefinitely once our work together is complete. This information's exclusive use is to contact you with relevant promotions at relevant times in your life – for example, an anniversary. Over 50% of commissions for In Your Own Words come from previous customers, so I do expect us to be in contact again. If you would prefer not to hear from me again, withdraw your permission via [elizabeth@inyourownwords.org.uk](mailto:elizabeth@inyourownwords.org.uk) and your contact information will be deleted from my records.

## My use of other materials

If you share promotional material with me, for example and not limited to reviews or pictures, by doing so you are giving me permission to use those materials directly to promote In Your Own Words. Promotion may take the form of social media posts, printed materials, website content, etc. You can withdraw this permission at any time by writing to me at [elizabeth@inyourownwords.org.uk](mailto:elizabeth@inyourownwords.org.uk) and at that point I will remove the material(s) from any and all promotions, and delete it from my records. I will never take material from any personal internet sites of yours and post it without obtaining written permission from you first.

All writings are the intellectual property of Elizabeth Bourne, working as In Your Own Words. As a client you share the writings which you have directly commissioned with and in your personal circle at your discretion. However, if you create a written or trackable record stating authorship of the writings, it is an offence as you are violating copyright. My copyright policy is [here](#).

You cannot withdraw your permission for me to hold, use and promote a piece you have commissioned. You can, however, withdraw your permission for the piece to be associated with you either in name or in terms which could link it undeniably to you, by emailing [elizabeth@inyourownwords.org.uk](mailto:elizabeth@inyourownwords.org.uk)

## Your rights

Under the GDPR, you have the following rights, which I will always work to uphold:

- a) The right to be informed about our collection and use of your personal data. This Privacy Notice should tell you everything you need to know, but you can always contact me to find out more.
- b) The right to access the personal data I hold about you. .
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete.
- d) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we have.
- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to us using your personal data for a particular purpose or purposes.
- g) The right to data portability. This means that you can ask us for a copy of your personal data held by us to re-use with another service or business. There is not normally a charge for this, and if exceptional circumstances mean there must be this will be discussed with you.
- h) Rights relating to automated decision-making and profiling. We do not use your personal data in this way.

For more information about our use of your personal data or exercising your rights as outlined above.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office.

## Changes to this Privacy Notice

I may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if I change my business in a way that affects personal data protection.

Any changes will be immediately uploaded to [www.inyourownwords.org.uk](http://www.inyourownwords.org.uk) and those subscribed to the newsletter will be notified in writing.

Thank you for reading this privacy policy. Enjoy your day.