

## **PRIVACY POLICY FOR CUSTOMERS OF FOREST TRADERS.**

Joanne Davies-Raynor T/A Forest Traders ("We") are committed to protecting and respecting your privacy. We NEVER sell any data to third parties and never will.

This policy together with our Website Terms of Use (found at the bottom of the website) and any other documents referred to on it sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. By advertising with [www.foresttraders.co.uk](http://www.foresttraders.co.uk) you are accepting and consenting to the practices described in this policy.

All devices our emails are accessed on have anti-virus software and are password protected. This means we are protecting your data as much as possible at every step of its usage.

For the purpose of the Data Protection Act 1998 (the Act), the data controller is Joanne Davies- Raynor of Forest Traders, Room 30, Rheola House, Belle Vue Centre, Belle Vue Road, Cinderford. GL 14 2AB

### **INFORMATION WE MAY COLLECT FROM YOU**

We may collect and process the following data about you:

- **Information you give us.** You may give us information about you by filling in forms on our site [www.foresttraders.co.uk](http://www.foresttraders.co.uk) or by corresponding with us by phone, e-mail, social media, in person or otherwise. This includes information you provide when you upload events/testimonials, subscribe to our mailing lists, use contact forms, use our quote generators and when you report a problem with our site. This also includes the information given to create, maintain and amend your advert and bolt ons. The information you give us may include your name, address, e-mail address and phone number, financial and credit card information, personal description and details.
- **Information we collect about you.** With regard to each of your visits to our website we may automatically collect the following information:
  - technical information, including the Internet protocol (IP) address used to connect your computer to the Internet, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform;
  - information about your visit, including the full Uniform Resource Locators (URL) clickstream to, through and from our site (including date and time); pages you viewed or searched for; page response

times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page.

- **Information we receive from other sources.**

We may receive information about you if you use any of the other websites we operate or the other services we provide. [In this case we will have informed you when we collected that data that it may be shared internally and combined with data collected on this site. We are also working closely with third parties (including PayPal, Google Analytics, Heart Internet Analytics, search information providers and may receive information about you from them. Payment details - We will share transaction data with our payment services providers only to the extent necessary for the purposes of processing your payments, refunding such payments and dealing with complaints and queries relating to such payments and refunds. You can find information about the payment services providers' privacy policies and practices on their websites.

#### **Mailing Lists.**

As a Forest Traders customer, you will have been requested to join our Customer only mailing list. If/when you leave Forest Traders, you will be transferred onto our Former customers list. We use a third party company called Mailchimp to deliver those emails. We gather statistics around email opening and clicks to improve our emails. For more information, please see [MailChimp's privacy notice](#). When signing up to a mailing list, we ask for your name, business name and email address. We do this so we can see that we are talking to the correct person. As we have multiple mailing lists, you will have joined a particular mailing list and all mailing lists have full details of why you would be wanting to join, what you can expect and why on the sign up form which you can read before completing. We do not pass any data on to any other companies.

You can unsubscribe at any time by clicking the unsubscribe link at the bottom of our email or by emailing our data protection officer Joanne Davies-Raynor at [contact@foresttraders.co.uk](mailto:contact@foresttraders.co.uk) Please confirm which mailing list you would like to be removed from if you have signed up to multiple.

#### **Using the quote generators.**

If you use the quote generators on the website & click "Generate" then your data will be received by us in the form of an email. This data will be your quote reference and chosen options only, no information is identifiable other than the quote reference you may now hold. If you enter your email address to have the quote sent to you, then this data will be received by us in the form of an email. This will have your quote reference, chosen options and email address on. We will only use this email address to be able to match your quotation to your needs if you choose to go ahead. We will ask for your name, business name and where applicable contact details/information. All data requested is purely for us to be able to respond to your enquiry. You will not be added to any mailing list (unless you sign up for one through our sign up forms – see above). Your data will be stored within our emails in order for us to refer to it & action it to help you with your enquiry.

**Submitting Testimonials through our website & via testimonial cards. - IT IS YOUR RESPONSIBILITY TO INFORM YOUR CUSTOMERS**

If your customers use one of the testimonial submission forms on the website then their data will be received by us in the form of an email. On both our online form and testimonial card, we will ask for their initials, feedback and email address. We ask for initials and an email address in order for us to prove the feedback is genuine and as per the notice on the testimonial submission form & on our testimonial reconciliation policy (both available on [www.foresttraders.co.uk](http://www.foresttraders.co.uk)), we may use their details to contact them should it be necessary (for example due to negative feedback). If a customer chooses to leave negative feedback, please note that we will be required to give their initials to the advertiser they are leaving it for. We will not pass on their email address. This is so we can start the reconciliation process as listed on the testimonial submission form – please refer to it for more details. All used testimonial cards will be stored in a locked filing cabinet in our locked and secured office.

When you ask your customer to fill in a testimonial card, please only allow them to fill in their initials **NOT** the full name. It is your duty to explain to them the process of these testimonials and how they are used and stored – on our website, for promotional use including social media and stored in a locked filing cabinet. We do not take any responsibility for any problems that arise from uploading a hand written testimonial because you have not fully informed your customer at the time.

**Leaflets/Business Cards and referrals.**

Part of our service is to provide you with referrals. By providing us with your business cards/leaflets, you are agreeing for us to be able to distribute these. This may be through shows or via personal referrals. We will also give your details out to people who contact us directly and/or on social media. If you do not wish for us to do so, please contact the data controller Joanne Davies-Raynor on [contact@foresttraders.co.uk](mailto:contact@foresttraders.co.uk)

**Leads.**

Part of our service is to provide you with leads/referrals. By signing up to Forest Traders, you are agreeing for us to be able to discuss your business with potential customers. All data given & discussed will be purely for the purpose of providing you with a lead and is in the public domain. If you do not wish for us to do so, please contact the data controller Joanne Davies-Raynor on [contact@foresttraders.co.uk](mailto:contact@foresttraders.co.uk)

**Brochures.**

By agreeing to be in our brochure, you are agreeing for us to be able to distribute these across The Forest of Dean. This may be through shows or via distributors.

**Purchasing tickets for Networking Nights.**

Purchasing of tickets for these nights is currently completed via email. We ask for your name, business name & email address. This allows us to allocate tickets to you, register you are coming and allocate your table space within your team. Your emails are held in our inbox for reference and an attendee list is kept in an excel format on our computer with your name, business name and email address on. On the night we bring a printed version with your name and business name (no email address) in order for us to sign you in. We keep this until we can confirm all tickets have been paid

for – then it is destroyed. You will be given the option to sign up to our mailing list to hear about the next one – you will not be automatically added.

#### **Entering Competitions via stands.**

##### **Through stands/exhibitions/networking events.**

When entering competitions on our stands, on paper we will ask for your name and phone number and where applicable, business name and email address. We ask for this data to be able to contact winners. If you are a winner, you may be asked for your postal address so we can send you your prize. Once all winners have been notified and prizes delivered, we destroy all relevant data and store a copy of the competition and the winners initials.

#### **Providing competition prizes.**

By providing a competition prize either for a stand/raffle/online competition, you are agreeing that we may display this both in person and online. No data will be given by ourselves without you providing/checking it first.

#### **Providing Social Media Posts.**

By providing us with a request to do a social media post on your behalf (this might be a press release, special offer, news etc), you are agreeing for us to give out your news and contact details.

#### **Training Courses.**

When you attend a training course with Forest Traders, any data created before, during and after is stored on our computer. For any data that is in paper format, this is filed and stored in a locked filing cabinet in our locked and secured office. If you would like more information, please email Jo Davies-Raynor on [contact@foresttraders.co.uk](mailto:contact@foresttraders.co.uk) before attending.

#### **COOKIES**

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. We only use Google Analytics & Heart Internet Analytics for this purpose.

#### **USES MADE OF THE INFORMATION**

We use information held about you in the following ways:

- **Information you give to us.** We will use this information:
  - to carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services that you request from us;
  - to provide you with information about other goods and services we offer that are similar to those that you have already purchased/used or enquired about;

- to provide you with information about goods or services we feel may interest you. If you are a new or existing customer, we will only contact you by electronic means (e-mail) with information about goods and services similar to those which were the subject of a previous sale or negotiations of a sale to you. If you do not want us to use your data in this way, please inform our data controller Joanne Davies-Raynor on [contact@foresttraders.co.uk](mailto:contact@foresttraders.co.uk)
  - to notify you about changes to our service;
  - to ensure that content from our site is presented in the most effective manner for you and for your computer.
- **Information we collect about you.** We will use this information:
    - to administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
    - to improve our site to ensure that content is presented in the most effective manner for you and for your computer;
    - to allow you to participate in interactive features of our service, when you choose to do so;
    - as part of our efforts to keep our site safe and secure;
    - to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;
    - to make suggestions and recommendations to you and other users of our site about goods or services that may interest you or them.
  - **Legitimate Interest.** This means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). Under this clause we therefore store the following data relating to you/your Business:-

**What information we keep on paper – all secured in a locked filing cabinet in a locked office.**

Notes taken during a meeting (if applicable)

An information sheet detailing your name, address, telephone number, social media platforms you are on, when your advert started, 2 week renewal notice date and expiry date of current time plan. This is updated

upon each renewal.

Testimonial cards/documents submitted and returned by yourselves/customers.

Invoices relating to your account.

Any information leading to making changes on your advert.

A copy of your initial advert request/details and confirmation of payment/acceptance of terms and conditions.

Copies of old brochures your ad may be in.

Training course notes if you have attended any.

**On Computer/cloud – all secured with passwords, encryption, anti-virus software and third parties who are GDPR compliant.**

Information sheet as above.

Invoices relating to your account.

Information leading to making changes on your advert.

Initial text for the website (if written by us).

Any emails to do with your advert/time plan.

Logo and brochure artwork where relevant.

Training course notes if you have attended any.

Renewal emails including statistics and costs of time plans.

Statistics reports/emails

Live customer list/former customer list – this includes your business name, when you engaged with Forest Traders and how, date of commencement of your time plan, what options you have chosen, social media platforms and when you expire.

### **When you leave Forest Traders**

As above, your details will be changed to our former customer list & your Mailchimp data will be moved across too. Your data both on a computer and on paper will be kept for 6 years in case you decide to re-join. After this

date, all data we hold will be destroyed and the "returning customer" discount will not be applicable.

#### **How we dispose of sensitive information.**

All information that is not of a sensitive nature is recycled. For anything containing sensitive data, we burn all paper so it cannot be traced.

#### **DISCLOSURE OF YOUR INFORMATION**

We may share your personal information with any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006.

We may share your information with selected third parties including:

- Business partners, suppliers and sub-contractors for the performance of any contract we enter into with [them or] you.
- Advertisers and advertising networks that require the data to select and serve relevant adverts to you and others. [We do not disclose information about identifiable individuals to our advertisers, but we may provide them with aggregate information about our users (for example, we may inform them that 500 men aged under 30 have clicked on their advertisement on any given day). We may also use such aggregate information to help advertisers reach the kind of audience they want to target (for example, women in SW1). We may make use of the personal data we have collected from you to enable us to comply with our advertisers' wishes by displaying their advertisement to that target audience].
- Analytics and search engine providers that assist us in the improvement and optimisation of our site.

We may disclose your personal information to third parties:

- In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.
- If Forest Traders or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of website use found on [www.foresttraders.co.uk](http://www.foresttraders.co.uk) and other agreements; or to protect the rights, property, or safety of Forest Traders, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

#### **WHERE WE STORE YOUR PERSONAL DATA**

All information you provide to us is stored on our secure servers. Any payment transactions will be encrypted [using SSL technology].

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

#### **YOUR RIGHTS**

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us at [contact@foresttraders.co.uk](mailto:contact@foresttraders.co.uk)

Our site does contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

#### **ACCESS TO INFORMATION**

The Act gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act. Any access request may be subject to a fee of £10 to meet our costs in providing you with details of the information we hold about you.

#### **CHANGES TO OUR PRIVACY POLICY**

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.

#### **Personal Data Breach Process.**

We have a duty to report certain types of personal data breaches to the relevant supervisory authority. Should this occur, we will notify them within 72 hours of becoming aware of the breach, where feasible. If the breach is likely to result in a high risk of adversely affecting individuals' rights and freedoms, we will also inform those individuals without undue delay. We will be required to keep a record of any personal data breaches, regardless of whether we are required to notify.

#### **Our details**

This website is owned and operated by Joanne Davies-Raynor T/A Forest Traders. Our registered office is Room 30, Rheola House, Belle Vue Centre, Belle Vue Road, Cinderford, Glos. GL14 2AB. You can contact us: (a) by post, to the postal address given above; (b) using our website contact form (c) by



telephone, on the contact number published on our website (d) by email, using the email address [contact@foresttraders.co.uk](mailto:contact@foresttraders.co.uk)

Our Data protection officers' contact details are: Joanne Davies-Raynor  
[contact@foresttraders.co.uk](mailto:contact@foresttraders.co.uk)