



## **Shootherbull**

### **GDPR Policy            2018**

#### **Data Protection and Privacy Policy**

##### **Aims of Policy**

The aim of this policy is to illustrate the legal data protection measures taken by Shootherbull. This provides proof of compliance with the European General Data Protection Regulation (GDPR).

By using the Shootherbull website <https://www.shootherbull.co.uk/> or its services you agree to be bound by this policy.

##### **Shootherbull**

Shootherbull is a marketing diagnostics and copywriting business. We take security of client data very seriously and this document describes how we collect and use client data. Some of our clients, but not all, are limited companies.

##### **Who is responsible for security?**

The data controller is Carolyn May, director of Shootherbull. If you have any questions regarding your data or wish to correct or make changes to your data, then please contact her at Shootherbull, Ysgubor Isa, Bontuchel, Ruthin, LL15 2BE. Telephone: 01824-710342. Email: [copy@shootherbull.co.uk](mailto:copy@shootherbull.co.uk)

##### **How is my information collected?**

We collect your information:

- over the phone
- via email enquiries

##### **What documentation is retained?**

We retain client details in:

- our accounts information
- on a client spreadsheet
- on laptop computer

##### **What information is collected?**

We ensure that personal data is adequate, accurate, relevant and limited to what is necessary in relation to the purposes for which it is processed. Normally we retain name, company name, address, telephone and email address. We may also retain HBDI® personal profiles or text analysing graphics if these are used as part of the marketing diagnostics service or training services.

**How is this information used?**

If Shootebull is contacted by you regarding possible work and a quotation, then this information is filed securely in compliance with GDPR legislation requirements relating to information management. If your enquiry results in Shootebull working with you, then your data is used to assist with our service and will be entered into accounts records. The text analysing graphics are used to analyse the writing on your web site and/or marketing materials. The personal profiles are used to support consultancy advice and training. They are filed away securely after use.

**How is information kept secure?**

Shootebull does not share or supply data to other companies without your specific consent. Any information is stored securely to protect against unauthorised or unlawful processing, accidental loss, destruction or damage of data.

**How long is my data kept?**

Contact data and hard and electronic copies of HBDI® text analysis are kept for five years. Hard and electronic copies of HBDI® **personal** profiles are shredded or deleted after three years.

**Is data used only with consent?**

Shootebull never passes information to a third party without your consent. By providing us with your information you have consented to us using it for the purposes already stated. If you wish to withdraw consent to us using your data for business purposes then please contact us at [copy@shootebull.co.uk](mailto:copy@shootebull.co.uk).

**How are cookies used?**

Cookies are small text files that websites save locally to your computer. This process allows sites to store and use information during your visit. They improve your user experience by remembering preferences and measuring how you use a site so that changes can be made to accommodate your needs. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you. When you initially visit our website, you are asked specifically to allow us to use cookies. None of the cookies used on the Shootebull web site can be used to identify you personally. You can set your browser to refuse all cookies or to indicate when a cookie is being sent. However some website features or services may not function properly without cookies.

**Is there access to data?**

If you wish to see the data we hold on you then please email [copy@shootebull.co.uk](mailto:copy@shootebull.co.uk).