

1. Introduction

Illuminate Marketing Consultancy Ltd is committed to protecting and respecting your personal data. I take the privacy of my clients, suppliers and any other individuals with whom I engage very seriously. I want to share with you how I treat personal data that I receive about you. I only collect personal data about you if you choose to provide information to me when you opt in or show interest in receiving updates from or engaging in communications with Illuminate.

This Privacy Policy explains in the types of personal data I may collect about you when you interact with me and also how I use, store and keep safe your data. It also details your rights and how you can stop the use of your personal data. For the purpose of the relevant data protection legislation, which includes the General Data Protection Regulation (GDPR) the data controller is Illuminate Marketing Consultancy Ltd, Cardiff, CF11 7EN.

2. The legal framework

The law on data protection sets out a number of different reasons for which a company may collect and process your personal data, including:

- In specific situations, I can collect and process your data with your consent - for example when you opt in to receiving information or updates from Illuminate.
- Legitimate interest. In specific situations, I require your data to pursue our legitimate interests in a way which might reasonably be expected as part of running my business and which does not materially impact your rights, freedom or interests – for example when you have shown interest in receiving information or updates from me. Where I am relying on legitimate interests as the lawful basis for processing your personal data you have a right to object.
- Contractual obligations. In certain circumstances, I need your personal data to comply.
- Legal compliance. If the law requires us to, I may need to collect and process your data.

3. When do I collect your data?

The occasions on which I collect your data include, but are not limited to:

- When you visit/engage with Illuminate website or social pages and enter information.
- When you contact me or correspond with me by any means with enquiries etc.
- When you choose to complete a survey, research or feedback form.
- When you provide your details to enter a competition or to receive any other communication.
- When you purchase a service and enter into a contract for the provision of Marketing services.
- When you've given a third party permission to share the information they hold about you with me.

4. What personal data do I collect?

The personal data which I may collect depends upon the means by which you choose to engage with Illuminate and the information that you choose to provide. This may include the following:

- Your name, gender, personal description and photograph
- Your address, postcode, e-mail address and mobile/telephone / social media contact information.
- Your financial information or transactional details.
- Your experiences, reviews, interests and preferences.
- Your business /employment details, for example job title and employer's details

I generate personal data about you in the course of our dealings and correspondence with you. This includes keeping records of our engagement with you. I also work closely with third parties (for example, sub-contractors, payment and delivery services, advertising networks, media agencies, analytics providers,

search information providers, customer insight companies, credit reference agencies, design agencies, printing companies) and may receive information about you from them.

5. How I use your personal data?

- To carry out our obligations arising from any contracts or agreements entered into between you and I.
- To notify you about updates and information about services that I think may be of interest to you, including special offers, events etc.
- To provide you with information about other services I offer that are similar to those that you have already purchased, booked or enquired about.
- To administer any competitions which you enter, based on your consent given at the time of entering.
- For research and marketing purposes.
- To respond to your queries. I may also keep a record of these to inform any future communication with us and to demonstrate how I communicated with you throughout.
- To ensure that content from my website is presented in the most effective manner for you
- To protect my company from crime and comply with any legal obligations to share data with law enforcement.
- To send you communications required by law or which are necessary to inform you about our changes to the services I provide you.

6. How do I protect your personal data?

I will treat your data with the utmost care and take appropriate steps to protect it and I have defined security and privacy controls, processes and procedures to protect your data.

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

7. How long will I keep your personal data?

Whenever I collect or process your personal data, I'll keep it no longer than is necessary for the purposes for which the personal data is processed. Your personal data will then either be deleted or destroyed.

8. Who do I share your personal data with?

In certain situations I may disclose your personal data to selected, trusted third parties, including but not limited to suppliers and service providers for the performance of any contract I enter into with them or you. Direct marketing, research and advertising companies that help with our marketing strategy and communications with you. Data insight companies to ensure your details are up to date and accurate.

I provide only the information to these trusted third parties that they need to perform their specific service. They are contractually bound to use your personal data that I share with them with the sole purpose of performing the services I have engaged them to provide. I am careful about the amount of information that I share and consider this is in our legitimate interests, as well as those of the relevant third parties, and is not overridden by your privacy rights. You have the right to object to this.

9. What are your rights over your personal data?

You are receiving relevant communications from me because you have previously consented to receiving communications from me, or you have engaged or shown interest in receiving updates about my services by providing such personal data to ILLUMINATE. The data protection laws allow me to treat your previous

engagement as amounting to a “soft opt-in.” You have the right to ask me to stop sending you communications at any time if you wish, as described below. Under the data protection laws you have the right:

- To request a copy of the personal data I hold about you, free of charge in most cases.
- To ask me to correct your personal data when incorrect, out of date or incomplete.
- To ask me to stop using your personal data for direct marketing (either through specific channels, or all channels) or any other consent-based processing of your information.
- To ask that I delete your information if I do not have a good cause to retain it.
- To otherwise object to the way in which I use your information.

If you wish to exercise any of these rights, or if you have any questions about our use of your information, please email vickifrancis@illumatemarketing.co.uk.

10. How can you stop the use of your personal data for direct marketing?

When you provide your personal data I give you the opportunity to choose to receive further information about my services which I believe may be of interest to you. There are several ways that you can opt out of receiving direct marketing communications from me:

By clicking the ‘unsubscribe’ link in any email communication that I send you. By emailing vickifrancis@illumatemarketing.co.uk. If you ask me to stop sending you communications, I will continue to keep a record of you and your request not to hear from us. If I deleted all of your information from our database, I would have no record of the fact that you have asked us not to communicate with you and it is possible that you may start receiving communications from us at some point in the future, if I obtain your details from a different source.

11. Links to other sites

You may, from time to time, receive links to and from third-party websites of our partner networks, advertisers and affiliates. If you follow a link to any of these sites, please note that these sites have their own privacy policies, terms and conditions and I do not accept any responsibility or liability in connection with any access or use by you of these sites. Please check the policies, terms and conditions of such sites before you submit any personal data.

12. Status of Privacy Policy and updates

This Privacy Policy is non-contractual. I reserve the right to amend it from time to time. Amendments will be posted to the website and, where appropriate, through e-mail notification. Unless otherwise specified all such changes will take effect immediately upon posting to the site. For the avoidance of doubt, no change to the Privacy Policy will change the content of your consent that you may have granted.

13. Security

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

14. Scope of This Privacy Notice

This Privacy Notice is directed at my customers, and any external individuals with whom I engage.