

## **Privacy policy**

This privacy policy explains how we use the information we collect about you, how you can instruct us if you prefer to limit the use of that information and procedures that we have in place to safeguard your privacy. Please read the following to understand our views and practices regarding your personal data and how we will treat it. By visiting [bespoke-m.com](http://bespoke-m.com) ('our site') you are accepting and consenting to the practices described in this policy.

If you are aged 18 or under, please get your parent/guardian's permission before providing personal information to our site. Users without this consent are not allowed to provide us with personal information.

## **Introduction**

Bespoke M Ltd ("Bespoke M", "we", "us" or "our") is a privacy conscious organisation. We respect your privacy and are committed to protecting your personal data in accordance with the Data Protection Act (DPA) and the General Data Protection Regulations (GDPR). The following privacy statement explains how we protect your information gathered via our website, your privacy rights and how the law protects you.

The purpose of this privacy statement is to inform you of how we collect, process, share and store your personal data securely. We process personal data for several purposes and the means of collection, lawful basis of processing, use, disclosure and retention periods for each purpose may differ.

If you choose to register or submit information to this website, you agree to the use of such data in accordance with this privacy statement. Please note that this site contains links to other sites, including sites maintained by member firms and affiliates of Bespoke M, which may not be governed by this privacy statement.

Bespoke M of Sanderum House, Oakley Road, Chinnor, Oxfordshire, OX39 4TW is the data controller of our website. If you have any questions regarding this privacy statement or do not feel that your concerns have been addressed, including any requests to exercise your legal rights please contact as above.

## **Information collection**

Personal data means any information about an individual from which that person can be identified, either directly or in combination with other personal data that we may hold. This may include information such as name, address, email address and telephone numbers. We may also hold technical data about you such as IP address, browser, location and other technology on the devices you use to access our website or services.

We use a "cookie" to facilitate improved navigation within the site. The cookie expires after you leave the website. Cookies are small text files stored in a user's browser. If you are concerned about cookies and do not wish to receive them, you may set your Internet browser to notify you when you receive a cookie. You can then decide to either accept or reject it. However, under specific circumstances, you may be denied access to some parts of our site if your browsers reject cookies.

To ensure that our website is well managed, we or our service provider may track information on our systems and collect technical data about you such as your domain, device or browser type. This information is reported to our webmasters who use the information to analyze the number of visitors to different areas of the site to make sure that our website is serving as a useful and effective information source.

Professional data we may hold about you includes information collected in order to provide services for you, and marketing data will include information about your preferences in receiving marketing from us and our third parties.

Your personal data may be given to us through the website, in person, filling in forms, or by telephone, email, post or SMS. You may volunteer personal data to us in order to use our services, submit an enquiry or request information to be sent to you.

Where we need to collect personal data by law, or under the terms of a contract we have with you and you fail to provide that information when requested, we may not be able to perform the contract. In this case, we may have to cancel a service you have with us but you will be notified if this is the case.

We do not seek sensitive information (e.g., data relating to race or ethnic origin, religious beliefs, criminal record, physical or mental health, or sexual orientation) from you. We will, where necessary, obtain your explicit consent to collect and use such information.

### **Information use**

We will only use your personal data for the purpose it was given. It may be used by us or our third parties to provide services within administration, sales and marketing or the management of the website.

For example, when you register with the website to request future communications about areas of interest, such as specific Bespoke M marketing campaigns, we may use the information you submit to create a personal profile to customise our response to further requests or inquiries. We may also use the information to personalize your website experience. In addition, the webmasters may, where necessary, use your information for various site related tasks.

The types of personal data we may hold about you can be identity, contact, technical, professional or marketing and the lawful basis we rely on to use your personal data can be contract, legal obligation, legitimate interests and consent. We may process your personal data for more than one lawful basis depending on specific purpose for which we are using your data.

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose.

Your personal data will only be used for the following purposes, including the lawful basis we rely on for using your personal data:

To provide our professional services to you –  
Necessary to perform a contract with you.

To respond to your enquiry –  
This may be on the website, at our offices, by telephone, email, post or SMS.  
Necessary to perform a contract with you or  
Necessary for legitimate interests (prior to entering a contract)

To recommend services that may be of interest –  
Necessary for legitimate interests (to develop our services)

To administer and protect our website –  
Necessary for legitimate interests (to provide IT services and network security)  
Necessary to comply with a legal obligation

To improve customer relationships –  
To improve the website, our services, marketing and customer relationships  
Necessary for legitimate interests (to define customer type, to keep website updated)

### **Marketing**

We will ensure that our marketing activities comply with applicable law, and implement procedures to obtain necessary consents before sending you emails containing information about services offered by Bespoke M. You may at any time request that we discontinue sending you such materials.

We will provide you with services and offers that may be of interest to you if you have agreed to receive marketing communications from us. We do not share your contact details and other personal data with other companies for marketing purposes, unless we have obtained your consent to do so.

You can withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

You can choose not to receive marketing communications from us at any time by sending an email to [maz@bespoke-m.com](mailto:maz@bespoke-m.com).

### **Disclosure of information to third parties**

Although we may provide your personal data to service providers that handle information on our behalf, we will usually not share the information with third parties for secondary or unrelated purposes unless otherwise disclosed at the point of collection.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

### **Information security**

We have in place reasonable commercial standards of technology and operational security to protect all information provided by you from loss, misuse, alteration or destruction. We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

### **Information retention**

We will only retain your personal data for as long as necessary to fulfil the purposes for which it was collected, including for the purposes of satisfying any legal, accounting, or reporting requirements in order to comply with the law.

### **Your legal rights**

Under data protection laws, you have rights in relation to your personal data, including the right to unsubscribe at any time:

#### *The right to be informed*

You have the right to be informed about the collection and use of your personal data.

#### *The right of access*

You have the right to request access to the personal data we hold about you and personal data that is retained when you register with us.

#### *The right to rectification*

You have the right to request the correction of any inaccuracies the personal data we hold may contain, or update/complete your personal data if it is incomplete.

*The right to erasure*

You have the right to request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us to continue to process it. However, we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

*The right to restrict processing*

You have the right to request the restriction or suppression of your personal data. This is not an absolute right and only applies in certain circumstances. When processing is restricted, we are permitted to store the personal data, but not use it.

*The right to data portability*

You have the right to obtain and reuse your personal data for your own purposes across different services. It allows you to move, copy or transfer personal data easily from one IT environment to another in a safe and secure way, without affecting its usability. The right only applies to information which you initially provided for us to use.

*The right to object*

You have the right to object to processing based on legitimate interests if you feel it impacts your fundamental rights. You also have the right to object to your personal data being used for direct marketing or for purposes of scientific/historical research and statistics.

*Rights in relation to automated decision making and profiling*

You have rights in relation to automated individual decision-making (making a decision solely by automated means without any human involvement) and profiling (automated processing of personal data to evaluate certain things about an individual).

**Changes to our privacy policy**

Bespoke M reserves the right to modify or amend this privacy statement at any time and for any reason. Nothing contained herein creates or is intended to create a contract or agreement between Bespoke M and any user visiting the website or providing identifying information of any kind. Any changes to the privacy policy will be published on our website.

**Children's privacy protection**

Bespoke M understands the importance of protecting children's privacy in the interactive online world. The website covered by this privacy policy is not designed for or intentionally targeted at children 13 years of age or younger. It is not our policy to intentionally collect or maintain information about anyone under the age of 13.

**Contact information**

If you have any questions, comments, requests or concerns regarding your privacy while using this website, please direct them to webmaster services using the contact details below or on the Contact Us page on the website.