

# Privacy Policy Statement

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Jo Parfitt is committed to protecting the privacy of any information you share with her. This policy statement outlines how she'll collect, use and protect your personal data.

## What she'll collect

Jo will only collect basic personal data you've explicitly consented to give her. Typically, this will be:

- Your name
- Your email address
- Your website address.

## What she'll do with it

Jo will only collect personal data to provide the service you've specifically consented to receive. It won't be used for any other purpose. Typically, this will be:

- To subscribe you to one of her services such as a blog
- To allow you to comment on her website
- So she can answer an enquiry from you or respond to a request.

Jo won't share your personal data with any third party organisation unless it's for technical 'data processing' support, for example, to manage e-mail subscriptions. If she does do this, she'll make sure they guarantee to protect your privacy and meet the requirements of data protection and GDPR legislation. Jo will never sell any of your personal data to a third party.

## How she'll protect it

Jo will take appropriate security measures (including physical, electronic and procedural measures) to help safeguard your personal data from unauthorised access and disclosure. Specifically:

- Her websites use secure server software (SSL) - the industry standard and among the best software available today for secure, encrypted online activity
- Her hardware uses up-to-date security software and is password protected
- She'll only work with 'data processors' who guarantee they'll comply with data protection and GDPR legislation.

## How long will she keep it?

Jo will only keep your personal data for as long as it's needed to provide the service you signed up for. It will be deleted when you unsubscribe from a service using the unsubscribe option, when her service/business relationship with you ends or when you ask her to remove it for any other reason.

## She guarantees to:

- Keep you informed about any changes to her privacy policy (via her websites)
- Only use your personal data for the purpose it was given
- If you ask her to, provide a copy of any personal data she holds about you, in a clear and easy-to-read format
- Correct, update or delete your personal data when you ask her to
- Respond quickly and clearly if you contact her about your personal data.

## Named contact

If you'd like to contact Jo about this privacy policy or to make any changes to the personal data you've shared with her, please email her at [jo@joparfitt.com](mailto:jo@joparfitt.com).

## **If you're not happy**

Jo hopes you won't ever need to complain, but she'll get back to you quickly if you do. If you're unhappy with her response or if you need any advice, you have the right to lodge a complaint with a supervisory authority. In the UK, this is the Information Commissioner's Office (ICO).

**Website:** <https://ico.org.uk/concerns/>

**Telephone:** 0303 123 1113