

## Privacy Policy

It is my (Benjamin Hope, author) policy to respect your privacy regarding any information I may collect from you or which you may provide to me, as detailed below. As such, I have developed this privacy policy in order to make clear how I collect, use, communicate, disclose, safeguard and otherwise make use of your personally identifiable information ("Personal Data"). I will only collect and use your Personal Data where:

- I have lawful grounds to do so, including to comply with legal obligations;
- I am performing a contract with you for my services;
- I have legitimate interests in using your Personal Data and your interests and fundamental rights do not override those interests.

For the purposes of the EU General Data Protection Regulation ((EU) 2016/679) ("GDPR"), I, Benjamin Hope, author, am the "data controller". If you have any questions about this policy or about how I use your Personal Data, please contact me via the contact details at the end of this policy.

This policy is effective as of 30<sup>th</sup> January, 2019. I review my privacy practices on an ongoing basis, and as such, may alter content within this privacy policy on occasion. Please regularly check this policy to ensure you are familiar with its current content.

### 1. Personal Data I collect via my website [www.benjamin-hope.com](http://www.benjamin-hope.com) (the "website")

#### **Personal Data that you provide to me**

I only collect Personal Data where you choose to interact with me on the Website in the following ways:

- when you sign-up to receive communication from me, including free content such as eBooks, videos and offers; the types of Personal Data collected is Email Address, First Name and Last Name.
- When you complete the Website contact form, the types of Personal Data collected is Name, Email Address and any Personal Data which you provide to me in the free text box of the form.

#### **Data collected automatically**

My website host (Wordpress) automatically collects certain information when you visit my website - such as the type of browser and operating system you are using, and the domain name of your internet service provider. I do not link this information with any Personal Data. Wordpress may also collect data automatically through the use of cookies on the website. Please see Wordpress' cookie policy to find out about the types of cookies they set and why, and how you can adjust your settings to disable cookies. A link to this policy is available on the pop-up cookies banner on my website.

### 2. Use of your Personal Data

I will only use your Personal Data when the law allows me to. Most commonly, I use your Personal Data to:

- process and manage your use of my website;
- respond to your questions, comments and requests;

- (where you have opted-in to receive marketing from me) deliver communications that are relevant to your preferences / may be of interest to you
- improve my services and website through analysis of information.

### 3. Sharing of your Personal Data

I take your privacy seriously and will not share your Personal Data with others, except as permitted by applicable law or set out below:

I may share Personal Data as necessary with third parties who provide services or functions on my behalf and who require the information to provide those specific services to me. These third parties may include social media advertising platforms such as Facebook and Google Adwords for the purpose of custom audience generation and the development of targeting criteria for other audiences. Please note that I have appropriate data privacy safeguards in place with third parties with whom I share Personal Data as described above and who are providing services or functions on my behalf.

### 4. Keeping your Personal Data secure

I have implemented security policies and technical measures to safeguard the Personal Data I collect. I maintain physical, electronic and procedural safeguards that comply with applicable law, including the GDPR, to safeguard Personal Data from accidental loss, destruction or damage and unauthorised access, use and disclosure.

### 5. Retention periods for use of your Personal Data

I will use and store your Personal Data only for as long as necessary, bearing in mind the uses of your Personal Data as described in this privacy policy and otherwise as communicated to you. I review the Personal Data I hold at regular intervals and delete permanently or anonymise any Personal Data which is no longer necessary.

### 6. Children

This website and my services are aimed at adults, and I do not knowingly collect any Personal Data relating to children aged under 15 years old. If you are under the age of 15, please do not provide me with any of your Personal Data, including your email address.

### 7. Access to and control over your Personal Data

You have legal rights under applicable law in relation to your Personal Data. You can ask the following questions, or take the following actions, at any time by contacting me via email [benjaminhope@hotmail.com](mailto:benjaminhope@hotmail.com) or via my postal address:

- see what Personal Data I hold about you (if any), including why I am holding it and who it could be disclosed to;
- ask me to change/correct your Personal Data;
- ask me to delete your Personal Data;
- object to the processing of my Personal Data;
- ask me to restrict the processing of your Personal Data
- withdraw any consents you have given me to the processing of your Personal Data;
- express any concerns you have about third parties' use of your Personal Data.

### 8. Change of purpose

I will only use your Personal Data for the purposes for which I collected it, unless I reasonably consider that I need to use it for another reason and that reason is compatible with the original purpose. If you wish to have an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact me. If I need to use your Personal Data for an unrelated purpose, I will notify you and I will explain the legal basis which allows me to do so.

#### 9. Contact

My full details are as follows:

Name: Benjamin Hope

Email for Privacy Questions: [benjaminhope@hotmail.com](mailto:benjaminhope@hotmail.com)

Postal Address: 24 Mount Road, Hertford, Herts, SG14 2AH