

Shake It Up Creative understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of all of our clients and contacts. We will only collect and use personal data in ways that are described here and in a way that is consistent with our obligations and your rights under the law.

## 1. Information about us

We are Shake It Up Creative Ltd

A limited company registered in England under company number 09684397.

Registered address: The Mill Building, 31 Chatsworth Road, Worthing, West Sussex, BN11 1LY, United Kingdom

## 2. What does this notice cover?

This Privacy Policy explains how we use your personal data: how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data.

## 3. What is personal data?

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the "GDPR") as 'any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier'.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

The personal data that we use is set out in Part 5, below.

## 4. What are your rights?

Under the GDPR, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data. This Privacy Policy should tell you everything you need to know, but you can always contact us to find out more or to ask any questions using the details in Part 11.
- b) The right to access the personal data we hold about you. Part 10 will tell you how to do this.
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in Part 11 to find out more.
- d) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we have. Please contact us using the details in Part 11 to find out more.
- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to us using your personal data for a particular purpose or purposes.
- g) The right to data portability. This means that, if you have provided personal data to us

directly, we are using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask us or a copy of that personal data to re-use with another service or business in many cases.

- h) Rights relating to automated decision-making and profiling. We do not use your personal data in this way.

For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in Part 11.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office.

## 5. What personal data do we collect?

We may collect some or all of the following personal data (this may vary according to your relationship with us:

- Name;
- Address;
- Email address;
- Secondary email address;
- Telephone number;
- Mobile phone number;
- Business name;
- Job title;
- Website URL;
- Domain name registrant;
- Hosting company;
- Social media account details;
- Payment information;
- Usernames;
- Passwords;
- Log in codes;
- Log in security answers;
- Log in verification keys;
- Information about your preferences and interests

Your personal data is obtained from the following third parties:

- Any hosting, IT support or marketing companies mutually agreed with you and/or those companies that you have sourced yourself
- Companies House
- Online directory listings
- Google

## 6. How do we use your personal data?

Under the GDPR, we must always have a lawful basis for using personal data. This may be because the data is necessary for our performance of a contract with you, because you have consented to our use of your personal data, or because it is in our legitimate business interests to use it. Your personal data may be used for one of the following purposes:

- Providing and managing your account.
- Preparing and sending a quotation or proposal
- Supplying our services to you. Your personal details are required in order for us to enter into a contract with you.
- Personalising and tailoring our services for you.
- Communicating with you. This may include responding to emails or calls from you, or video calls.
- Supplying you with information by email and/or post that you have opted-in to (you may unsubscribe or opt-out at any time by unsubscribing from our email list or telling us not to contact you again).

With your permission and/or where permitted by law, we may also use your personal data for marketing purposes, which may include contacting you by email and/or telephone, and/or post with information, news, and offers on our services. You will not be sent any unlawful marketing or spam. We will always work to fully protect your rights and comply with our obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out.

We use the following automated system[s] for carrying out certain kinds of decision-making and/or profiling. If at any point you wish to query any action that we take on the basis of this or wish to request 'human intervention' (i.e. have someone review the action themselves, rather than relying only on the automated method), the GDPR gives you the right to do so. Please contact us to find out more using the details in Part 11.

## 7. How long will you keep my personal data?

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Your personal data will therefore be kept for the following periods (or, where there is no fixed period, the following factors will be used to determine how long it is kept):

- for the duration of the contract;
- for up to one year after completion of the contract;
- for the duration of our working relationship (subcontractor, contractor, collaborator, member, business associate)

## 8. How and where do you store or transfer my personal data?

We may store or transfer some or all of your personal data in countries that are not part of the European Economic Area (the "EEA" consists of all EU member states, plus Norway, Iceland, and Liechtenstein). These are known as "third countries" and may not have data protection laws that are as strong as those in the UK and/or the EEA. This means that we will take additional steps in order to ensure that your personal data is treated just as safely and securely as it would be within the UK and under the GDPR as follows.

We share your data within the group of companies of which we are a part. Where this

involves the transfer of personal data outside the EEA, our group ensures that personal data is protected by requiring all companies within the group to follow the same rules with respect to personal data usage. These are known as "binding corporate rules". More information on binding corporate rules is available from the [European Commission](#).

Where we transfer your data to a third party based in the US, this may be protected if they are part of the EU-US Privacy Shield. This requires that third party to provide data protection to standards similar levels of data protection to those in Europe. More information is available from the [European Commission](#).

Please contact us using the details below in Part 11 for further information about the particular data protection mechanism used by us when transferring your personal data to a third country.

The security of your personal data is essential to us, and to protect your data, we take a number of important measures, including the following:

- Ensuring all personal data is securely protected on all of our systems including our CRM system HubSpot or Zoho, Box, Nusii, Microsoft OneDrive and Mailchimp;
- Only using secure systems to hold your personal data;
- Having https:// protocol on our website

## 9. Do you share my personal data?

We may sometimes have contracts with the following third parties to supply products and/or services to you on our behalf. These may include payment processing, delivery, and marketing. In some cases, those third parties may require access to some or all of your personal data that we hold.

- 123reg (Hosting company) UK;
- Other hosting, IT support or marketing companies mutually agreed with you and/or those companies that you have sourced yourself;
- Individual design and/or development contractors that we enter into an agreement with and that work on your project;
- Momentum Business Support (Admin) Worthing, UK;
- PHH Accountancy Ltd (Accountant) Worthing, UK;
- Other subcontractors which we enter into a subcontractor agreement with

If any of your personal data is required by a third party, as described above, we will take steps to ensure that your personal data is handled safely, securely, and in accordance with your rights, our obligations, and the third party's obligations under the law, as described above in Part 8.

If any personal data is transferred outside of the EEA, we will take suitable steps in order to ensure that your personal data is treated just as safely and securely as it would be within the UK and under the GDPR, as explained above in Part 8.

In some limited circumstances, we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

## 10. How can you access your personal data?

If you want to know what personal data we have for you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a

"subject access request".

All subject access requests should be made in writing and sent to the email or postal addresses shown in Part 11. To make this as easy as possible for you, a Subject Access Request Form is available for you to use. You do not have to use this form, but it is the easiest way to tell us everything we need to know to respond to your request as quickly as possible.

There is not normally any charge for a subject access request. If your request is 'manifestly unfounded or excessive' (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

We will respond to your subject access request within 20 business days and, in any case, not more than one month of receiving it. Normally, we aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from the date we receive your request. You will be kept fully informed of our progress.

## **11. How do you contact us?**

To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the following details:

Email address: [howdy@shakeitupcreative.com](mailto:howdy@shakeitupcreative.com)

Telephone number: +44 (0)1273 906128

Postal Address: The Mill Building, 31 Chatsworth Road, Worthing, West Sussex, BN11 1LY

## **12. Changes to this Privacy Policy**

We may change this Privacy Policy from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

Any changes will be made available via our website  
<https://www.shakeitupcreative.com>.