

Data Privacy Notice

This privacy notice outlines my commitment to keeping your data safe and secure and explains how I collect and process your data.

1. What is personal data?

'Personal data' is information that identifies a living person. This could include a person's name, address, phone number or email address.

'Personal data' also means any personal information you provide to us. This may be by phone, text message (SMS), email, social media, letter and other correspondence, and in person. It can include IP addresses and other technical identifying information.

2. How I collect personal data

I may collect personal data directly from you during my interactions with you. For example, when you:

- contact me via a webform on my website or by email, phone or via social media with an enquiry
- when you book me for an event
- complete an evaluation form at an event I have organised.

3. Who am I?

Daniel Sellers, author, is the data controller. This means I decide how your personal data is processed and for what purposes.

Website: www.danielsellers.co.uk

Email: daniel@danielsellers.co.uk

4. The personal information I collect

Examples of the information I may collect include:

- information such as your title, name and contact details including postal address, post code, email address, telephone number, social media identities, job title, the organisation you work for
- the feedback that you share with me about my books or events I run.

5. How do I use the information you provide?

I use the data I collect to enable me to provide you with information about my books and events.

I comply with my obligations under the Data Protection Act 2018 and the GDPR:

- by keeping personal data up to date
- by storing and destroying it securely
- by not collecting or retaining excessive amounts of data
- by protecting personal data from loss, misuse, unauthorised access and disclosure and by ensuring that appropriate technical measures are in place to protect personal data. All personal data is kept on a password protected laptop or in a secure password protected cloud and is not stored or transported on portable electronic devices such as memory sticks
- never sharing your personal data with third parties without your explicit consent.

You have the right to object to how I process data if you wish. If you would like to exercise this right, please contact me using the information in section 13 below.

6. Your marketing communication preferences

I will only send you marketing communications with your explicit consent.

If you give me permission to contact you, I will always ensure that there is a clear way to opt out of receiving these communications. I will promptly update your contact details and preferences at your request.

7. How long do I keep your data?

I will only keep your personal information for as long as it is necessary to provide the services and/or products that you have requested, or for essential purposes such as, complying with my legal obligations, resolving disputes and enforcing my agreements.

8. How I use Web Analytics and Cookies

When someone visits www.danielsellers.co.uk I collect standard internet log information and details of visitor behaviour patterns. I do this to find out things such as the number of visitors to the various parts of the site.

The information about how you use my website is processed in a way which does not identify you as an individual. Google Analytics transmits website traffic data to Google servers in the United States. Google Analytics does not identify individual users or associate your IP address with any other data held by Google. I use reports provided by Google Analytics to help me understand website traffic and webpage usage. I do not make, and do not allow Google Analytics to make, any attempt to find out the identities of those visiting my website. If I do want to collect personally identifiable information through my website, I will always be up front about this and clearly ask for your consent. I will make it clear when I collect personal information and will always explain what I intend to do with it.

I use cookies to provide you with a better service. Cookies are pieces of information a website transfers to your computer's hard disk for record-keeping purposes.

Cookies can make the web more useful by storing information about your preferences for a particular site.

Cookies in and of themselves do not personally identify users, although they do identify a user's computer. Most browsers are initially set to accept cookies. If you prefer, you can set your browser to refuse cookies.

9. Your rights and personal data

Unless subject to an exemption under the GDPR, you have the following rights with respect to your personal data:

- the right to request a copy of your personal data which I hold about you
- the right to request that I correct any personal data if it is found to be inaccurate or out of date
- the right to request your personal data is erased where it is no longer necessary for me to retain such data
- the right to withdraw your consent to the processing at any time
- the right to request that the data controller provide the data subject with their personal data and where possible, to transmit that data directly to another data controller, (known as the right to data portability)
- the right, where there is a dispute in relation to the accuracy or processing of your personal data, to request a restriction is placed on further processing
- the right to object to the processing of personal data
- the right to lodge a complaint with the Information Commissioners Office – Scotland Scotland@ico.org.uk

10. Accessing the information I hold about you

If you would like to see the information I hold about you, you can make a request in writing, by either email, or letter to: daniel@danielsellers.co.uk

I will responding to any request to access your information within a reasonable space of time.

I am also committed to making any corrections or updates in a reasonable space of time.

11. Changing your preferences about how I communicate with you

Simply email me: daniel@danielsellers.co.uk or via the webform on my website: www.danielsellers.co.uk if you would like to change your preferences about how I contact you.

12. Asking for your data to be deleted

You can request that I stop using your personal data and delete it. In order to do this simply contact me by email: daniel@danielsellers.co.uk or via the webform on my website: www.danielsellers.co.uk if you would like to change your preferences about how I contact you.

I may need to keep a minimum amount of information to ensure that I do not contact you again in the future.

13. Contact Details

I take my responsibilities around managing your personal data seriously. If you have a query, complaint or wish to exercise your rights in relation to the data I hold about you, in the first instance please contact me by email: daniel@danielsellers.co.uk or via the webform on my website: www.danielsellers.co.uk if you would like to change your preferences about how I contact you.

You can contact the Information Commissioners Office – Scotland, at The
Information Commissioner's Office - Scotland
45 Melville Street
Edinburgh
EH3 7HL

Telephone: 0303 123 1115

Email: Scotland@ico.org.uk