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PRIVACY POLICY

This is how my business uses and protects your information.

Using your personal data: the legal basis and purposes

Your personal data are data which by themselves or with other data available to me can be used to identify you. For these purposes I am a 'data controller'.

There are three different main purposes for which I hold your data:

- to perform any contract I may have with you as a result of your asking me to do work for you,
- to discuss the terms on which you might ask me to do work for you, and
- in order to operate as a business I have certain legitimate interests, and these include:
 - telling people who do not know me that I exist and the services I can provide ('marketing'), and
 - negotiating with other people or businesses for goods or services that my business needs.

A contract might be a formal, written agreement, or simply an exchange of emails between us in which I write 'I can do X, Y and Z by [date] and would need to charge [fee]' and you write back 'yes, go ahead'. To perform a contract with you:

- I ask you for, or you supply, details of how to contact you ('contact details' – these will include your name and your email address, and could also include your employer's name, your title, a postal address or a telephone number), and
- if you supply text for me to work on, this might include personal data of yours (your name, for example) and for this reason (among others) I only ever work on copies of what you supply, and I password-protect the data storage I use for the files I work on.

Both in order to perform a contract with you, and to record discussions between us, I keep emails, other correspondence and occasional notes of conversations. These can include any or all of the contact details listed above, and can include other information you tell me about yourself.

For marketing purposes I may collect contact details (from web searches, conference attendance lists and business cards given to me). Where I do this I ask your consent to my keeping these details in my records, and if you do not give it I delete them (but please note: many email services and client software automatically harvest and record names and email addresses, and I may not be able to turn off this part of the program, or delete the details that they have recorded).

When negotiating with other people or businesses for goods or services that my business needs, I keep emails, other correspondence and occasional notes of conversations. These can include any or all of the contact details listed above, and can include other information you tell me about yourself. You probably gave me account details so I could pay you, and where I expect to need your services again I keep them.

Sharing your personal data

I do not employ other 'data processors'. Occasionally, I might be asked by a client or a colleague to pass on contact details, and I will always ask your permission before mentioning any connection with you, or passing on data of yours.

Your rights under data protection law

You have the right:

1. to *be informed*, automatically and immediately, usually by email, that I will hold data I've asked for
2. to *access* the data I hold, within a month, which I will provide in electronic form
3. to have me *rectify* inaccurate or incomplete data, generally within a month
4. to ask me to *delete* your data (I will not always be able to do this and where I am not I will tell you why)
5. to *restrict* data processing that I do
6. to *object* to data processing I do even if it would normally be justified
7. not to be subject to *automated decision making* or *profiling* – I do not currently do any of this.

For fuller explanation see [the ICO website](#).

How to contact me

If you have any questions about this notice, please email me at john@john-firth-editor.co.uk.