

Our Privacy Policy

WHO WE ARE

Our website address is: <http://trburgess.com>.

This site is made available by Thea Burgess trading as Equus House Books – referred to in this statement as "we" or "us". For the purposes of the EU General Data Protection Regulation ((EU) 2016/679) ("GDPR"), we, Thea Burgess, are the "data controller". If you have any questions about this policy or about how we use your Personal Data, please contact us via our contact details at the end of this policy. This policy is effective as of 1st October 2020.

WE RESPECT THE PRIVACY OF OUR CUSTOMERS AND SITE VISITORS

We are committed to safeguarding the privacy of our website visitors and readers. Any changes to our privacy policy will be posted on this page. We have developed this privacy policy for you to understand how we collect, use, communicate, disclose, safeguard and otherwise make use of your personally identifiable information ("Personal Data").

We will only collect and use your Personal Data where:

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

PERSONAL DATA THAT YOU PROVIDE TO US

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

When you sign-up to receive free content, e.g. by joining our Readers Club mailing list:

- Email
- First name

When you complete a contact form:

- Name
- Email address
- Any Personal Data which you provide to us in the free text box of the form

If you wish us to remove your details from our systems, please get in touch using the [contact page](#).

DATA THAT WE COLLECT AUTOMATICALLY

We automatically collect certain information when you visit our Website – such as the type of browser and operating system you are using, and the domain name of your Internet service provider. We do not link this information with any Personal Data. We may also collect data automatically through our use of cookies on the Website. Please see our cookie policy to find out about the types of cookies we set and why, and how you can adjust your settings to disable cookies.

How We Use Your Personal Data

We will only use your Personal Data when the law allows us to. Most commonly, we use your Personal Data to:

- process and manage your use of our website
- respond to your questions, comments and requests
- where you have opted-in to receive marketing from us, deliver communications relevant to your preferences / may be of interest to you
- improve our services and Website through analysis of information

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

- We share Personal Data as necessary with third parties who provide services or functions on our behalf and who require the information to provide those specific services to us. 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 we have appropriate data privacy safeguards in place with third parties with whom we share Personal Data as described above and who are providing services or functions on our behalf.

We may process data about your use of our website through a third-party analytics tracking system, such as Google Analytics. This usage data may include your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation paths, as well as information about the timing, frequency, and pattern of your service use. We may process your account and profile data, which will include your name and email address and any other demographic information you voluntarily provided to us. This information is used only to provide you with our services and communicate with you. We may also process information you supply to us in subscribing to our email notifications and/or newsletters.

Retention periods for use of your Personal Data

We 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. We review the Personal Data we hold at regular intervals and delete permanently or anonymise any Personal Data which is no longer necessary.

Change of purpose

We will only use your Personal Data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If we need to use your Personal Data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

E-MAIL

When you e-mail us, or use a contact form within this site we will use your email address for the purposes of administering your query and responding to you. We will not publish your email address on our site. We keep the e-mails you send to us. If

you choose to send us an e-mail, we keep your e-mail, your e-mail address, and our reply. Any data you send us will be used in a lawful way, we won't do anything with it that we did not tell you about in advance, and it will all remain private unless you give us permission to send specific data to a third party for a good reason.

COMMENTS

When visitors leave comments on the site we collect the data shown in the comments form, and also the visitor's IP address and browser user agent string to help spam detection. An anonymised string created from your email address (also called a hash) may be provided to the Gravatar service to see if you are using it. The Gravatar service privacy policy is available here: <https://automattic.com/privacy/>

AFFILIATE LINKS

We are a participant in the Amazon Services LLC Associates Program, an affiliate advertising program designed to provide a means for sites to earn advertising fees by advertising and linking to amazon.com and amazon.co.uk.

Security of Personal Data

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

Your rights

Your principal rights under data protection law are:

- **The right to access:** You have the right to confirm the personal data we hold about you (if any), including why we are holding it and who it could be disclosed to.
- **The right to rectification:** You have the right to have any inaccurate personal data about you corrected and to have any incomplete personal data about you completed.
- **The right to erasure:** Also known as the "right to be forgotten". You have the right to the erasure of your personal data without undue delay. There are a few exceptions to this right, though, if we are complying with a legal obligation or defending against a legal claim.
- **The right to restrict processing:** In some circumstances you have the right to restrict the processing of your personal data. That could happen if you contest the accuracy of the data or we no longer need the data, but you would like it retained for legal reasons.
- **The right to object to processing:** If you make such an objection, we will cease to process the personal information unless we can demonstrate compelling legitimate grounds that override your interests.
- **The right to data portability:** You have the right to object to our processing of your personal data for direct marketing purposes (including profiling for direct marketing purposes). If you make such an objection, we will cease to process your personal data for this purpose.

- **The right to complain to a supervisory authority:** If you consider that our processing of your personal information infringes data protection laws, you have a legal right to lodge a complaint with a supervisory authority responsible for data protection.
- **The right to withdraw consent:** You have the right to withdraw your consent to handle your data at any time.

Third party websites

Our website includes hyperlinks to, and details of, third party websites. We have no control over, and are not responsible for, the privacy policies and practices of third parties.

Personal data of children

Our website and services are targeted at persons over the age of 16. If we have reason to believe that we hold personal data of a person under that age in our databases, we will delete it.

More Information

Answers to questions about laws concerning the handling of data privacy can be found in the guide to General Data Protection Regulation for the European Union on the Information Commissioner's Office website: ico.org.uk

If you have any questions or concerns about our handling of data, please get in touch at: info@trburgess.com