



## Privacy Policy

This privacy policy statement sets out the data processing practices carried out by ROYAL REIKI

This policy is designed to protect the data currently held, to ensure that subjects have clear and simple access to the data, and that EMP complies with UK and EU legislation regarding personal data, in particular the GDPR regulations.

Information you need to know about us:

ROYAL REIKI

For the purposes of the Data Protection Act 1998 (the Act), the data controller is Charlene Francis.

ROYAL REIKI

No.79  
Horley Road  
Redhill  
Surrey  
RH1 5AS

The information we collect and how we use it

We may collect and process the following data about you

### **Information you give us:**

You may give us information about you by corresponding with us by phone, email, social media or otherwise by filling in forms on our site. This category of data includes information you provide when you contact us to ask about our services, subscribe to a newsletter or service, engage us to carry our work on your behalf, or use our products or services.

The information you give to us, and that we store, may include (but is not necessarily limited to):

- your personal name and address;
- your business name and address;
- your email address;
- your phone numbers;
- your social media accounts;
- information we have learned from links or attachments to emails or messages you have sent to us.
- Financial information supplied for the purpose of completing a transaction.

### **Information we collect about you:**



Data that is available in public directories, websites and government or government agency publications.

Each time you visit our site or interact with the emails we send you, we may collect the following information:

- technical information, including the Internet Protocol (IP) address used to connect your computer to the internet, browser type and version, operating system and platform;
- information about your visit, including the URL clickstream to, through and from our site (including date and time); pages, resources and/or products you viewed or searched for; page response times, errors, length of visits to certain pages, page interaction, and methods used to browse away from the page;
- information about your interaction with our emails, including whether you have opened the email, the number of times the email is accessed, and your interaction with the contents.

#### **Information we receive from other sources:**

- Third parties may discuss you or your business with us, for example if we are engaged in a transaction with you and a third party. We retain the relevant data related to the transaction for legal reasons.
- Financial data related received from third parties to a transaction will be retained for the periods of time required by the relevant legislation and tax authorities, for example related to the payment or non-payment of VAT.

You should understand that some information held by us is collected from public sources, such as government websites that hold public information, but although we regard that data as public information, once it is stored in our systems we treat it as confidential data.

That information, and any further information that you have provided to us in person, in writing, electronically and on phone or by text message or via social media may be used by us to assess market activity, identify potential opportunities that may be of interest to you, to maintain a current and expert picture of activity in our market, and to contact you regarding any enquiry, or in connection with any matter relating to our services.

The information we collect is used to improve our business, for example to learn about the experience of using our website, or to study the responses to our marketing activity. This is intended to help improve our business, and to help us ensure that we provide a better service to our customers.

#### **Uses made of the information**

We use information held about you in the following ways (the following lists are not exhaustive):



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Information you give to us. We will use this information:

- to enable you to access information about the services and products available from our business, provide you with any products and services you request, and carry out our obligations arising from any contracts entered into between you and us;
- to provide you with information about other resources, materials, goods and services we offer that are similar to those that you have already accessed, purchased or enquired about or that we feel may interest you;
- to carry out market research, analysis and profiling;
- to notify you about changes to our service; or to ensure that content from our site is presented in the most effective manner for you.

## **Information we collect about you.**

We will use this information:

- to administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- to improve our site;
- to improve our business processes, services and products to suit our customers;
- to measure or understand the effectiveness of advertising we serve to you and others and to deliver relevant advertising to you;
- to make suggestions and recommendations to you about content, goods or services that may interest you or them.

## **Information from other sources:**

We may combine this information with information you give us and information we collect about you. We may use this information and the combined information for the purposes set out above (depending on the types of information we receive). Disclosure of your information

We may share your personal information with any member of our group, which means our subsidiaries, as defined in section 1159 of the Companies Act 2006.

## **We may also disclose your information to third parties:**

- In the event we sell or buy any business or assets, in which case we may disclose your personal information to the prospective buyer or seller of such business or assets under contractual terms that protect the data.
- If we are under a duty to disclose or share your personal information in order to comply with any legal obligation, or in order to enforce or apply our terms of use and other agreements; or to protect the rights, property, or safety of our company, our customers or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

## **Security and storage of personal information**

We are committed to protecting the security of your personal information, and we use a



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variety of security technologies and procedures to help protect your personal information from unauthorised access, use, or disclosure.

Your personal information may be transferred to and stored in the 'cloud' and therefore at a destination outside the European Economic Area (EEA). It may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. By submitting your personal data, you agree to this transfer, storing or processing.

We will take all steps reasonably necessary to ensure your personal information is treated securely and in accordance with this privacy policy. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site, any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

## Your rights:

You have the right to ask us not to process your personal information for marketing purposes and if you wish to do this, please click 'update your preferences' or 'unsubscribe from this list' at the bottom of any of our marketing emails. Alternately, contact us using the contact details under further information at the end of this privacy policy.

You have the right to see the information held about you, which you may hear described as a subject access request, and you may ask to make any necessary changes to ensure that the information we hold is accurate and kept up to date. If you wish to do this, please contact us using the contact details listed under further information at the end of this privacy policy.

If you have a complaint you may register it by contacting us using the details listed under further information at the end of this privacy policy.

We will acknowledge your complaint within 5 working days and respond in full within 20 working days.

## Cookies:

Our website may use cookies to distinguish you from other users of our site. This helps us to provide you with a good experience when you browse our site and also allows us to improve our site.

A cookie is a small file which is stored on your computer or mobile device when you visit a site.

In common with many websites, our site may require cookies to help the site function properly, improve the site appearance and user experience by tracking your visits and usage statistics.

The cookie contains merely a unique number and therefore no personal information. The cookie cannot be used to identify you on sites of third parties.

It is possible to configure your web browser to refuse cookies or to be informed if a cookie is set. We refer you to the manual of your web browser. If you have cookies



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disabled in your browser you may still be able to use our site but may find that certain features of the site do not function.

For further information on cookies and to find out about how to delete or manage cookies, please visit <http://www.allaboutcookies.org>.

## **The cookies we use on our site may include:**

### Google Analytics

These cookies allow us to collect information about how visitors use our website. The cookies collect information in an anonymous form, including (for example) the number of visitors to the site, where the visitors have come to the site from and the pages they visited. Follow this link for an overview of privacy at Google

Google AdWords These cookies allow us to advertise on third party sites (including Google) to previous visitors to our site. It could mean that we advertise to previous visitors who have not completed a task on our site, for example using the contact form to make an enquiry. This could be in the form of an advertisement on the Google search results page, or a site in the Google Display Network. We may use Google services to use cookies to enable us to serve ads based on your past visits to the our website. Of course, any data collected will be used in accordance with our own privacy policy and Google's privacy policy.

## **Changes to our privacy policy:**

We may make changes to this privacy policy from time to time. Please check this page regularly to see our most up to date policy. We will tell you about any changes to this privacy policy by showing the date of the changes in the "last updated" section below.

Last updated: **Tuesday 4<sup>th</sup> May 2021**

### Further information

If you have questions regarding this privacy policy, please contact us by email to [info@royalreiki.co.uk](mailto:info@royalreiki.co.uk) or by writing to:

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Horley Road  
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