



GENERAL DATA PROTECTION REGULATION (“GDPR”) & PRIVACY POLICY

Introduction

This document explains how and why Simplify Stuff collects and processes your personal data, what it is used for, how it is kept safe and how long it is retained for.

Simplify Stuff Ltd is committed to ensuring privacy for our clients. We want to provide a safe and secure experience for our clients so we are committed to only using client data as set out in this policy.

Elizabeth Grant is the founder and owner of Simplify Stuff Ltd (referred to as ‘we’, ‘us’ or ‘our’ in this document), which operates as a limited company. The company is registered at Companies House (company number: **10643405**). The business trading address is c/o Goodale Mardle Limited Greens Court, West Street, Midhurst, West Sussex, United Kingdom, GU29 9NQ.

Elizabeth is the person responsible for keeping your information safe and secure, giving you access to it if you need it, and disposing of your information if you ask or when a reasonable time period has elapsed. If you have any questions about this GDPR & Privacy Policy, you can contact Elizabeth at: info@simplifystuff.co.uk / 07379 417676.

What types of data does Simplify Stuff collect about you?

The personal data we collect from you falls into one of three categories. Below, we explain for each category when this data is collected, what types are collected and how and why it is stored and used.

1) Our clients

These are clients with whom we work one-to-one for decluttering and organising sessions in their homes or office spaces, over the phone, or via Skype or another online meeting system. It also includes prospective clients who have initiated contact with us but who have not yet booked any decluttering and organising sessions with us.

If you are one of the above clients, you will have initiated contact with us via telephone, email, a message through a social media platform, or via the contact form on our website. We may have corresponded by email or telephone and we may have met face-to-face for an initial consultation.

We collect and store personal data about you from these interactions including:

- your full name;
- your gender, marital status and title;
- your telephone number/s;
- your physical address/es;
- your email address/es;
- Skype name;
- any other online identities that you wish to share;
- information about why you require help with decluttering and organising;
- information about your preferences in receiving marketing communications from us; and
- any information that you give us about your health, race or ethnicity, religious or philosophical beliefs, state of your home/office space which is relevant to the decluttering and organising process.

In respect of clients who have booked and paid for sessions with us, we will also collect and store payments between us and other details of purchases of services/goods made by you from us in order to comply with accounting purposes.

We do not collect any sensitive data about you other than information that is essential for us and you to work together in the decluttering and organising sessions i.e. to be able to make

appointments with you, visit your home for sessions, meet you online for a virtual appointment and for us to invoice you for sessions undertaken.

All the personal information that you provide to us is held on secure password protected software.

We endeavour to ensure that your personal information is maintained and updated correctly. You must inform us of any changes to your personal information to ensure our records are up to date.

2) Email list subscribers

These are subscribers who have actively “opted-in” to the Simplify Stuff email list to receive newsletters and other relevant information about decluttering and organising, on a quarterly basis (on average). If you are one of these subscribers, you will have signed up via our website or by ticking the consent box in our separate Terms & Conditions document.

We collect and store your full name (if you have opted to give this) and your email address when you sign up for the email list. This information is collected and stored by MailChimp on its server. MailChimp is GDPR-compliant.

You have the option of unsubscribing from the email list at any time by clicking on the link at the bottom of each email or by contacting info@simplifystuff.co.uk.

3) Photos

Before we start working together, you will be asked when signing our Terms & Conditions document whether you give consent for ‘before’ photos to be taken of your space and/or ‘after’ photos.

Should you give consent, we will keep the images and use them anonymously on Simplify Stuff’s social media platforms and/or website. In this case, we would take care that the images do not contain anything which would identify you. They are used to show others what can be achieved during the decluttering and organising process. No images will be taken or shared without your clear consent.

Please note any personal data we have collected and stored will never be sold or shared with third parties without your consent, or unless we are required to do so by law.

How does Simplify Stuff safeguard my data?

Your data is stored in secure software which is password protected and your information is accessed through a laptop or a personal/business phone which are also password protected. Any data recorded via paper is inputted into the secure software and the paper then shredded.

In the case of any of these storage methods being stolen, breached, or hacked, we will do the following within 72 hours of discovering the incident:

- a) notify the police if it is a physical theft/ loss of a business laptop or personal or business phone;
- b) notify phone providers if it is a physical theft of a personal or business phone requesting that such phone is blocked;
- c) notify our email provider if it is a case of email hacking;
- d) in the event that it is a data breach or hacking of MailChimp, it is more likely that the company would notify us, rather than the other way around;
- e) report the data theft, breach, or hack to the Information Commissioner’s Office if the incident has a high likelihood of severity of a resulting risk to the affected clients’ rights and freedoms; and
- f) contact all of the clients whose personal data has been compromised and provide advice in order to help them protect themselves from any effects of the breach.

What legal rights do I have to the personal data Simplify Stuff holds about me?

You can find out more about your rights at www.ico.org.uk. In summary, as set out in the Data Protection Act 1998 and the GDPR, you have certain rights over your personal data, including:

- request details of the personal information we hold about you and why we are holding it;

- request that any inaccuracies in such data held by us is corrected. It is very important that the information we hold about you is accurate and up to date so please let us know if at any time your personal information changes by emailing us at info@simplifystuff.co.uk;
- restrict how we use your personal data;
- request deletion of your personal data; and
- complain to the Information Commissioner's Office, the UK supervisory authority for data protection issues (www.ico.org.uk), if you believe we are handling your data incorrectly. We should be grateful if you would contact us in the first instance if you do have a complaint so that we can try to resolve it for you.

To action any of the above, please write to us confirming your requirements at info@simplifystuff.co.uk or Elizabeth Grant c/o Goodale Mardle Limited Greens Court, West Street, Midhurst, West Sussex, United Kingdom, GU29 9NQ.

There is no fee to access your personal data (or to exercise any of the other rights above). We may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive or we may refuse to comply with your request in these circumstances. We will endeavour to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

If you do not agree with the details set out in this policy, please do not submit your data to us but do not hesitate to discuss your concerns by getting in touch.

How will I know about changes to Simplify Stuff's Privacy Policy?

This privacy policy may be changed at any time by Simplify Stuff. If we change the policy in the future, we will advise you of this via prominent communication on our website: www.simplifystuff.co.uk.

How long will Simplify Stuff keep my data?

The GDPR requires that personal data be held only for a reasonable amount of time. By law we have to keep basic information about our clients (including contact, identity, financial and transaction data) for six years after they cease being clients for tax purposes. However, all additional personal data we hold about you will only be kept for 2 years after our last communication, after which we will consider you a 'past client', and will dispose of it. If you wish to work with us again after this, you may contact us to resume our working relationship and re-collect the relevant personal data from you at this time.

How we use cookies

We use cookies on our website www.simplifystuff.co.uk to help us analyse data about web page traffic and improve our website in order to tailor it to customer needs. You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly. For more information about the cookies we use, please see our Cookie Policy.

Third-party links

Our website may include links to other websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not have any control over these websites, plug-ins and applications. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting them and they are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

GDPR compliance of other team members

Elizabeth Grant is currently the sole staff member of Simplify Stuff but does work with other professional organisers as part of teams on certain projects. Such other professional organisers will have their own privacy policies and any data that they collect from clients will be governed by their separate policy.