



## **Austin Enterprises UK LTD Privacy Policy**

This privacy policy sets out how Austin Enterprises UK LTD use and protect any personal information given to Austin Enterprises UK LTD through our website or in the provision of one of our services. This covers both enquiries and service delivery. Our services include:

- Website design and hosting through our trade brand “Creator of Websites”
- Furniture, furnishings, lighting and gifts created by “Individual Furnishings”
- Amatsu Therapy treatments under the name of “Amatsu for Health”
- Electrical Portable Appliance Testing “Austin Enterprises UK PAT Testing”

Austin Enterprises UK LTD is committed to ensuring that your privacy is protected. Should we ask you to provide information by which you can be identified when using this website or our service, then you can be assured that it will only be used in accordance with this privacy statement.

Austin Enterprises UK LTD may change this policy from time to time by updating this page. You should check this page to ensure that you are happy with any changes.

### **1. WHAT IS COLLECTED**

The following information may be collected by myself Carolyn Fiddy (nee Austin), owner and manager of Austin Enterprises UK LTD:

- Name
- Contact information including home address, email address and mobile number
- Demographic and lifestyle information such as preferences, work, hobbies, interests
- Details of your doctor, your medical history, current health (Amatsu /Massage Health Questionnaire)
- Dates and details of treatment provided (Amatsu / Massage Health Questionnaire)
- Business name, address, description, aims & objectives, competitors, branding together with content and images required for your new website design (Creator of Websites Creative Design Brief document)
- Preference for receiving meeting/appointment reminders, special offers, new products/service and requesting feedback. Preferred contact method if opted in.
- Address at PAT Testing location if different from above; PAT Testing service dates; PAT Testing results
- Quotes & Invoices for service enquiries/ delivered
- Bank Account / Paypal details (rarely if at all)
- Other information relevant to any customer/client polls/surveys and/or offers
- Website usage data collated by Cookies (see section 6 below)

### **2. HOW THIS INFORMATION IS COLLECTED**

- Either Face to Face, over the phone using the mobile phone belonging to Austin Enterprises UK LTD or via the internet (FaceTime/Skype/Facebook Messenger/ What’s App), via Google E-Mail, via the contact form on our website that uses the Weebly Content Management System, or via the Shedul Booking System.
- Information gathered at any point of interaction with a customer/client is either handwritten into a notebook or typed directly into Pages, Sheets or Google Docs using an Apple Mac owned by Austin Enterprises UK LTD.
- Amatsu/Massage clients are either emailed, via G-Suite, a blank Health Questionnaire to complete or are sent a link to this document via the Shedul Booking System. This is completed

by hand or directly on the computer. If by hand, this is scanned or photographed so an electronic version of the questionnaire can be returned, via email, to Austin Enterprises UK LTD ahead of the appointment. It is the client's responsibility to ensure they are confident that their email system is fully secure before emailing their personal data over to Austin Enterprises UK LTD. If in doubt, please ensure all personal data is contained with the document and nothing on email itself and that the document is password protected. The password will need to be provided to me by another means of communication.

- Any information submitted via our website contact form is secured by our website hosting client, Weebly. (Weebly confirmed security levels and GDPR compliance via email February 2018)
- All email accounts managed by Austin Enterprises UK LTD use G-Suite for business and are fully secure - as confirmed to me by Google on 15/02/2018.
- PAT Testing results are handwritten onto a Control Sheet form
- A log of all business transactions across all services is collected by Austin Enterprises UK LTD using an Apple Sheet; 'business transaction log'. Only a customer/client first and last name is logged here.
- A log of Customer/Client contact preferences by Austin Enterprises UK service, will be kept using Apple Sheets; 'customer client contact preference sheet'. This will include first name, last name, last appointment, opt-in/out and contact method preference.

### 3. HOW INFORMATION IS STORED

- Any handwritten information is typed up into a Client Brief Document or Client Notes using Apple Pages or is photographed and stored on Google Drive for business share drive.
- All Apple Pages & Sheets and Google for business Docs, used for the purpose of delivering Austin Enterprises UK LTD services as outlined in the collection of client/customer information, are uploaded onto Austin Enterprises UK Google Drive. (Google Support confirmed via Google Chat on 15/2/2018 that all their Suite for business services are safe, secure and is GDPR compliant).
- Any original paperwork containing customer/client personal data is shredded and recycled.
- Phone numbers and email addresses will be stored on Austin Enterprises UK Google Contacts (Confirmed by Google Support that G suite contacts is fully GDPR compliant)
- Data collected via Shedul Online Booking System is protected by Shedul's GDPR Privacy Statement which you can read [here](#).
- Data collected via the contact form, on any of our websites, is stored within the Weebly dashboard that only the owner of Austin Enterprises UK LTD and its trading brands has access to. This data is safe under Weebly's GDPR privacy statement which you can read [here](#).

#### 4. HOW LONG IS INFORMATION STORED FOR

This depends on what type of information it is as outlined below.

Health Questionnaire & Treatment Details	7 years after the last treatment . If client was a child, then until their 25th birthday or 26th if the client was 17 when the treatment ended (as per ATI code of Professional Ethics)
PAT Testing Control Sheets	5 years
Business Transactions Log	5 years
Customer /Client Enquiries & Quotes	2 years
Paid Invoices	10 years
Customer/client contact preference sheet & Google Suite Contacts	Individuals removed 10 years after last business transaction

#### 5. WHAT THE INFORMATION IS USED FOR

This information is collated to understand your needs and provide you with a professional service/ treatment, and in particular for the following reasons:

- Processing of your order or delivering the requested service to you professionally and to a high standard.
- Appointment confirmations, reminders, reschedules, cancellations and thank you's/ post treatment care and advice.
- Obtain payment.
- Internal record keeping for insurance, optimal business service provision and accounting purposes.
- Improvement to our products and services
- Awareness of latest offers, products, services and when a follow-up/next appointment is due.
- From time to time, we may also use your information to contact you for market research or marketing purposes. We may contact you by email, phone, or post. We may also use the information to customise our website according to your interests.

#### 6. KEEPING INFORMATION UP TO DATE

At intervals a check will be made with you, the client, to see if our information held is up to date and relevant. It is also your responsibility, if you do wish to be kept up to date with news, events, offers and updates, to notify us in writing, via post or email, should any information especially contact details change.

#### 7. SECURITY

Austin Enterprises UK LTD is committed to ensuring that your information is secure at all times. We are only use third party services such as Google G Suite for Business and Weebly Website Platform provider who have assured us that they are 100% secure and GDPR compliant. We are careful to ensure that customer data collected in non-electronic form is not stored and is carefully disposed of. We never pass your information on to an third parties.

## 8. USE OF COOKIES

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

## 9. OTHER WEBSITES

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

## 10. CONTROLLING YOUR PERSONAL INFORMATION

Austin Enterprises UK LTD & its trading brands take the security of your personal information seriously and will never share your personal information with third parties, unless agreed by you in advance. You may choose to restrict the collection or use of your personal information in the following ways:

- Do not check/tick the box on any form (physical or electronic) that asks for your permission to allow the company or perhaps associated third parties to contact you in the future for direct marketing purposes.
- If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at [hello@austinenterprisesuk.com](mailto:hello@austinenterprisesuk.com)
- We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.
- You may request details of personal information which we hold about you under the Data Protection Act 1998 & GDPR legislation May 2018. If you would like a copy of the information held on you please write or email to us.
- If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible. We will promptly correct any information found to be incorrect.

- If you wish for your personal information to be removed from our records, then please request this by emailing [hello@austinenterprisesuk.com](mailto:hello@austinenterprisesuk.com). For Amatsu For Health clients, name, number, email address details will be then removed from our contact records however we'll still need to retain your medical form for a period of 7 years after finishing treatment, due to our Professional Code of Ethics.