



PRIVACY POLICY

The Independent Mamas is committed to ensuring the protection of personal information collected in the conduct of its business. Our privacy policy is designed to inform our clients and others who deal with us, about how we collect, hold, use and disclose personal information. The privacy policy may change from time to time by updating this page. You should check this page on occasion to check you are happy with any changes.

What is personal information and how do we collect it?

The Independent Mamas collects personal information about our clients, to provide business services and to effectively manage our business relationships. The types of personal information we collect may be personal contact details or may include further information to enable us to support you in your personal development and goals.

What we collect

We may collect the following information:

- Name, telephone number
- Information including email address
- Demographic information such as postcode, preferences and interests
- Information relating to customer quiz/ surveys and offers
- Pages you view on the website
- How you got to our Services and any links you click on to leave our Services
- When you update your information, communicate with us, or order new Services
- Metadata about your use and your contacts' use of our Services and your emails you send (including clicks and opens)
- Your interactions with any videos we offer
- Issues you encounter requiring our support or assistance
- Any device or other method of communication you use to interact with the Services

- Other information relevant to supporting you and your children

What we do with the information we gather

We require the above information to understand your needs and provide you with a better service and for the following reasons:

- Internal record keeping.
- To improve our products and services.
- We may also use your information to contact you for market research purposes. We may contact you by email, phone or mail.
- We may use the information to customise the website or Facebook group according to your interests.
- As otherwise described in this privacy policy

Data security

The Independent Mamas are committed to ensuring that your information is secure. The Independent Mamas takes reasonable steps to protect all personal information we hold, from misuse and loss and from unauthorised access, modification or disclosure. All data and laptops are kept in a securely and laptops password protected. We will take reasonable steps to destroy or permanently de-identify your personal information when it is no longer needed.

Links to 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 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.

Social Media Platforms

Communication, engagement and actions taken through external social media platforms this website and its owners participate on are custom to the terms and conditions as well as the privacy policies held with each social media platform respectively. Users are advised to use social media platforms wisely and communicate / engage upon them with due care and caution in regard to their own privacy and personal details. This website nor its owners will ever ask for personal or sensitive information through social media platforms and encourage users wishing to discuss sensitive details to contact them through primary communication channels such as by telephone or email.

This website may use social sharing buttons which help share web content directly from web pages to the social media platform in question. Users are advised before using such social sharing buttons that they do so at their own discretion and note that the social media platform may track and save your request to share a web page respectively through your social media platform account.

Disclosure of personal information

The Independent Mamas will not disclose, share, sell or rent any personal information The Independent Mamas hold about you without your consent or are required by law to do so. Where The Independent Mamas have outsourced a function or activity, to an external service provider, we will only disclose personal information that the service provider needs to undertake that function or activity. We will require external service providers to enter into confidentiality agreements, prohibiting them from using or disclosing personal information, for any purpose other than to carry out the function or activity for which they are engaged. 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 by contacting use through our enquiry form or via email.

The quality, accuracy and correction of personal information we hold

Protecting personal information is a priority and The Independent Mamas always considers security and confidentiality when handling personal information. It is important that the information we maintain, and use is accurate, complete and up-to-date. If at any time your personal details change, please let us know so we can update our records.

Retention of Personal Information

We retain your personal information to provide services to you and as otherwise necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. We will retain your personal information for no more than seven years after the date on which you terminate your use of the Services, unless we are otherwise required by law or regulation to retain your personal information for longer.

Your Rights

Where the European Union's General Data Protection Regulation 2016/679, or GDPR, applies, in certain circumstances and subject to data processing agreements, you have rights in relation to the personal information we hold about you. We set out below an outline of those rights and how to exercise those rights. Please note that we will require you to verify your identity before responding to any requests to exercise your rights by providing details only known to the account holder. To exercise any of your rights, please contact us at

sarah@theindependentmamas.com. Please note that for each of the rights below we may have valid legal reasons to refuse your request, in such instances we will let you know if that is the case.

Access

You have the right to know whether we process personal information about you, and if we do, to access data we hold about you and certain information about how we use it and who we share it with.

Portability

You have the right to receive a subset of the personal information you provide us if we process it on the legal bases of our contract with you or with your consent in a structured, commonly used and machine-readable format and a right to request that we transfer such personal information to another party. If you wish for us to transfer the personal information to another party, please ensure you detail that party and note that we can only do so where it is technically feasible. We are not responsible for the security of the personal information or its processing once received by the third party.

Correction

You have the right to require us to correct any personal information held about you that is inaccurate and have incomplete data completed. Where you request correction, please explain in detail why you believe the personal information we hold about you to be inaccurate or incomplete so that we can assess whether a correction is required. Please note that while we assess whether the personal information we hold about you is inaccurate or incomplete, you may exercise your right to restrict our processing of the applicable data as described below.

Erasure

You may request that we erase the personal information we hold about you in the following circumstances:

- Where you believe it is no longer necessary for us to hold the personal information
- We are processing it on the basis of your consent and you wish to withdraw your consent
- We are processing your data on the basis of our legitimate interest and you object to such processing
- You no longer wish us to use your data to send you marketing
- You believe we are unlawfully processing your data

Please provide as much detail as possible on your reasons for the request to assist us in determining whether you have a valid basis for erasure.

Restriction of Processing to Storage Only

You have a right to require us to stop processing the personal information we hold about you other than for storage purposes in the following circumstances:

- You believe the personal information is not accurate for the period it takes for us to verify whether the data is accurate
- We wish to erase the personal information as the processing we are doing is unlawful but you want us to simply restrict the use of that data
- We no longer need the personal information for the purposes of the processing but you require us to retain the data for the establishment, exercise or defence of legal claims
- You have objected to us processing personal information we hold about you on the basis of our legitimate interest and you wish us to stop processing the personal information while we determine whether there is an overriding interest in us retaining such personal information.

Objection

You have the right to object to our processing of data about you and we will consider your request. Please provide us with detail as to your reasoning so that we can assess whether there is a compelling overriding interest in us continuing to process such data or we need to process it in relation to legal claims. You also have the right, at any time, to object to our processing of data about you in order to send you marketing, including where we build profiles for such purposes and we will stop processing the data for that purpose.

Withdrawal of Consent

Where you have provided your consent to us processing your personal data, you can withdraw your consent at any time by contacting us as sarah@theindependentmamas.com.

Complaints

In the event that you wish to make a complaint about how we process your personal information, please contact us at sarah@theindependentmamas.com and we will try to deal with your request. This is without prejudice to your right to raise a complaint with the Information Commissioners Office.

Changes to our Privacy Policy

Any changes to our privacy policy in the future will be posted to the website and, where appropriate, by email notification.

Further information

If you have any questions about our privacy policy or require more information concerning our privacy practices, please address your enquires to: sarah@theindependentmamas.com