

GDPR Statement

United in Design is the controller and responsible for your personal data (collectively referred to as the UiD, Company, "we", "us" or "our" in this privacy notice).

The purpose of this Privacy Policy is to inform you of the types of personal information which we collect from you and how we use your personal information.

Changes to the privacy notice and your duty to inform us of changes

This version was last updated on 19th August 2020.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

Our policy

It is important that you read this privacy notice together with any other privacy notice, fair processing notice or privacy policy we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data.

We collect personal information from:

- Potential Clients
- Clients
- Course Participants

How is your personal data collected?

We use different methods to collect data from and about you including through:

Direct interactions.

You may give us your Identity, Contact and Financial Data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:

- avail of our products or services;



- create an account on our website;
- subscribe to our service or publications;
- request marketing to be sent to you;
- enter a competition, promotion or survey; or
- give us some feedback.

Automated technologies or interactions

As you interact with our website, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies. We may also receive Technical Data about you if you visit other websites employing our cookies.

Third parties or publicly available sources

We may receive personal data about you from various third parties and public sources.

Technical Data from the following parties:

- analytics providers;
- advertising networks; and
- search information providers.

Contact, Financial and Transaction Data from providers of technical, payment and delivery services.

Identity and Contact Data from data brokers or aggregators

Identity and Contact Data from publicly available sources such as Companies House and the Electoral Register.

The data we collect about you

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

political opinions, information about your health and genetic and biometric data. In limited circumstances, we collect special categories

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together follows:



Identity Data includes first name, maiden name, last name, username or similar identifier, marital status, title, date of birth and gender.

Contact Data includes billing address, delivery address, email address and telephone numbers.

Financial Data includes bank account and payment card details.

Transaction Data includes details about payments to and from you and other details of products and services you have purchased from us.

Technical Data includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access our website.

Profile Data includes your username and password, purchases or orders made by you, your interests, preferences, feedback and survey responses.

Usage Data includes information about how you use our website, products and services. Marketing and Communications Data includes your preferences in receiving marketing from us and our third parties and your communication preferences.

We also collect, use and share Aggregated Data such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy notice.

Special categories of personal data include details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation,

of personal data (mostly about your health) about you if you provide this information to us which allows us to assess your dietary needs.



How we use your information

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where we need to perform the contract we are about to enter into or have entered into with you.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal or regulatory obligation.

Generally we do not rely on consent as a legal basis for processing your personal data other than in relation to sending third-party direct marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by contacting us.

When someone visits www.unitedindesign.com we use a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website. If we do want to collect personally identifiable information through our website, we will be up front about this. We will make it clear when we collect personal information and will explain what we intend to do with it.

Potential Clients

When we receive an enquiry from you about our courses, we record your contact details including name, job title, business telephone number, email and postal address. We record this personal information in an electronic database and / or manual files in order to provide you with the information which you are seeking and also to follow up with you to enquire as to whether you have any questions or if you require any further information from us. Each time we contact you, we record a brief note on the file of the status of your enquiry.

We will make contact with you at regular intervals unless we are asked not to make contact again. In such a case, we will record this information on our system and ensure that your wishes are respected. Occasionally, we may send you newsletters unless you request us not to send you such communications.



Clients

Once a potential client becomes a client, we will use your personal information on the client record for the purposes of managing the business relationship with you. This may also include us contacting you on a monthly basis and making a record of such contact on our systems. Occasionally, we may send you newsletters unless you request us not to send you such communications.

You can ask us to stop sending you marketing messages and/or newsletters at any time by contacting us at any time.

Where you opt out of receiving marketing messages and/or newsletters, this will not apply to personal data provided to us as a result of a product/service purchase, product/service experience or other transactions.

Programme Participants

Once a programme has been booked, we collect personal information on the participants(s) from the client representative making the booking or from the participants directly. This includes technical, profile, and usage data.

In some circumstances, depending on agreements made between us and our clients and / or participants, feedback (written or oral) may be provided to the participant directly and / or to the client.

Under no circumstances, unless required by law or regulatory body, will we pass your personal information to any third parties, with the exception of our contractors who need such personal information to assist us in performing our contracts with our clients. We have contractual protections in place to protect any of your personal information which we need to disclose to our contractors.

We take our obligations to protect your personal information seriously. Should you have any questions about privacy at UiD, please contact us

www.unitedindesign.com