

## Storytold™ Data Protection Policy

This notice explains what data we collect, when we collect it and how we use it. During the course of our partnership we will process your data (held on paper, electronically, or otherwise) and we recognise the need to treat it in an appropriate and lawful manner. The purpose of this notice is to make you aware of how we handle your data.

### Terms in this document:

"I", "we", "us", "Service Provider", or "Storytold™"	means Storytold Creative Ltd, and employees and contractors of Storytold Creative Ltd.
"Client"	means you!
"Services"	means work undertaken by the Service Provider
"Data" or "Information"	Means data and information you provide to us

### Who is handling your data?

I am the CEO of Storytold™, **Jack Dyer**. I take the issue of security and data protection very seriously and strictly adhere to guidelines published in the General Data Protection Regulation (EU) 2016/679 which is applicable from the 25th May 2018, together with any domestic laws subsequently enacted.

Storytold™ is registered with the **Office of the Information Commissioner** under registration number **#ZC008656** and I am the data controller of any personal data that you provide to us. Any questions relating to this notice and our privacy practices should be sent to the following person:

<b>Data Protection Officer</b>	Jack Dyer
<b>Email Address</b>	jack@storytold.co.uk
<b>Mobile Number</b>	07850400013
<b>Address</b>	Storytold Creative Ltd. INTERNATIONAL HOUSE, 10 CHURCHILL WAY, CARDIFF CF10 2HE
<b>ICO Registration number</b>	ZC008656

## How Storytold™ collects data, and what data we collect

We collect the following information primarily via email, Whatsapp, and on Google Meet calls, for the sole purpose of providing you with our services:

- Your full name;
- Your email addresses (whichever you provide us, personal or business email addresses);
- The full name of your business, and any “trading as” names;
- Your full business address and country;
- Your Company ID Number (Federal Employer Identification Number (EIN) in the USA, and Companies House Registration Number in the UK;
- Your logins and password for LinkedIn, Webflow, and any other third party software or applications that may be required for the delivery of services throughout our partnership;
- Bank details only as required for us to process your payments securely through our payment providers Xero and Stripe.

## Why we need this data and how it will be used:

We need your data, and will use your data, to:

- carry out due diligence and AML checks on your company before initiating our services, or at any other point necessary during our relationship, so we're fully compliant with UK law;
- undertake and perform our obligations and duties to you in accordance with the terms of our contract with you;
- enable us to supply you with the services which you have requested as part of our contractual agreement;
- analyse any data we collect so that we can administer, support and improve our business and our services;
- contact you in order to send you details of any changes to our suppliers which may affect you; and
- use for all purposes consistent with the proper performance of our operations and business.

## Sharing of Your Data

The data you provide us is treated as confidential, and will not be shared with any business except our employees, our contractors, and any third party service providers required for the delivery of your service from us.

We may need to disclose your information to third parties who act for us for the purposes set out in this notice, or for purposes approved by you, including the following:

- If we enter into a joint venture with or merge with a business entity, your data may be disclosed to our new business partners or owners, however we shall let you know of any such change of company ownership or similar circumstances;
- If you are unable to make payments as part of our contract, in rare cases your data may be disclosed to any relevant party assisting in the recovery of missing or overdue payments.

Unless required to do so by law, we will not otherwise share, sell or distribute any of the information you provide to us without your written consent.

## Transfers outside the UK and Europe

Your data will only be stored within the UK and EEA.

## Security

When you give us information, we take steps to make sure that your data is kept secure and safe. We only keep your data in the following places:

<b>Your Trello Board</b>	For the purposes of your LinkedIn content management, and the software we use for our primary service delivery.
<b>Bonsai</b>	Our internal project management tool.
<b>Google G-Suite</b>	Including Google Drive, Google Docs, and Gmail.
<b>Your Google Drive</b>	You have access to your own Storytold™ Google Drive folder, with the following folder structure: <b>Resources:</b> full edit access. <b>Creative:</b> Viewer access.
<b>Notes and Files</b>	Any member of Storytold Creative Ltd and our contractors may keep notes on your data, in order to deliver and provide the services set out in our contract.

## Your Rights

You have the right at any time to:

- ask for a copy of your data held by Storytold Creative Ltd.;
- require Storytold™ to correct any inaccuracies in your data;
- make a request to Storytold Creative Ltd. to delete what personal data of yours we hold (under the “Right To Erasure”); and
- object to receiving any marketing communications from us.

If you would like to exercise any of your rights above please contact me by phone at **+447850400013** or by email at **[jack@storytold.co.uk](mailto:jack@storytold.co.uk)**.

## Data Retention Policy: How long we will keep your data

We will hold your data for as long as necessary as required by law. For the purposes of providing your services and for our company records, we may hold your data for up to 10 years after the date on which we stop providing our services to you. This ensures that, should any issues arise from our work together, we can recall your records and resolve them efficiently.

## Complaints regarding your data

Should you wish to complain about the use of your data, we ask that you contact **Jack Dyer** (contact details on page 2 above) to resolve any such matters in the first instance. Should you be dissatisfied with any part of our data usage, **and after making every effort to resolve any such complaint with Storytold™ directly**, you also have the right to submit a complaint to the Information Commissioner's Office (ICO) in relation to our use of your data. The ICO contact details are noted below:

### England:

Information Commissioner's  
Office, Wycliffe House, Water Lane  
Wilmslow, Cheshire, SK9 5AF

Telephone: 0303 123 1113  
Email: [casework@ico.org.uk](mailto:casework@ico.org.uk)

### Wales

Information Commissioner's Office,  
2nd floor, Churchill House  
Churchill way, Cardiff, CF10 2HH

Telephone: 029 2067 8400  
Email: [wales@ico.org.uk](mailto:wales@ico.org.uk)

### Scotland:

Information Commissioner's  
Office, 45 Melville Street,  
Edinburgh, EH3 7HL

Telephone: 0131 244 9001  
Email: [Scotland@ico.org.uk](mailto:Scotland@ico.org.uk)

### Northern Ireland:

Information Commissioner's  
Office, 3rd Floor, 14 Cromac Place,  
Belfast, BT7 2JB

Telephone: 028 9027 8757  
Email: [ni@ico.org.uk](mailto:ni@ico.org.uk)

The accuracy of your data is important to us. Please help us keep our records updated by informing us of changes to your details as soon as they happen.