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## PRIVACY POLICY

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### BACKGROUND:

Bentley Studios (Manchester) understands that Your privacy is important to You and that You care about how Your personal data is used. We respect and value the privacy of everyone who visits this website, [bentleystudios.co.uk](https://bentleystudios.co.uk) ("Our Site") and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and Your rights under the law.

Please read this Privacy Policy carefully and ensure that You understand it. Your acceptance of this Privacy Policy is requested the first time You visit Our Site, and on each subsequent visit.

### 1. Definitions and Interpretation

In this Policy the following terms shall have the following meanings:

|                     |                                                                                                                                                                                                                                             |
|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>"Account"</b>    | means an account required to access and/or use certain areas and features of Our Site;                                                                                                                                                      |
| <b>"Cookie"</b>     | means a small text file placed on Your computer or device by Our Site when You visit certain parts of Our Site and/or when You use certain features of Our Site. Details of the Cookies used by Our Site are set out in Part 14, below; and |
| <b>"Cookie Law"</b> | means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003.                                                                                                                                      |

### 2. Information About Us

Our Site is owned and operated by Bentley Studios (Manchester), a sole-trader business (Ian Bentley Ridgeway trading as/doing business as).

Address: Bartle House, 9 Oxford Court, Manchester M2 3WQ.

Data Protection Officer: Ian Bentley Ridgeway.

Email address: [data@bentleystudios.co.uk](mailto:data@bentleystudios.co.uk).

Telephone number: 0330 122 8522.

Postal address: Bartle House, 9 Oxford Court, Manchester M2 3WQ.

### 3. What Does This Policy Cover?

This Privacy Policy applies only to Your use of Our Site. Our Site may contain links to other websites. Please note that we have no control over how Your data is collected, stored, or used by other websites and we advise You to check the privacy policies of any such websites before providing any data to them.

### 4. What Is Personal Data?

Personal data is defined by the UK GDPR and the Data Protection Act 2018 (collectively, "the Data Protection Legislation") as 'any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier'.

Personal data is, in simpler terms, any information about You that enables You to be identified. Personal data covers obvious information such as Your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

## 5. **What Are My Rights?**

Under the Data Protection Legislation, You have the following rights, which We will always work to uphold:

- a) The right to be informed about Our collection and use of Your personal data. This Privacy Policy should tell You everything You need to know, but You can always contact Us to find out more or to ask any questions using the details in Part 15.
- b) The right to access the personal data We hold about You. Part 13 will tell You how to do this.
- c) The right to have Your personal data rectified if any of Your personal data held by Us is inaccurate or incomplete. Please contact Us using the details in Part 15 to find out more.
- d) The right to be forgotten, i.e. the right to ask Us to delete or otherwise dispose of any of Your personal data that We hold. Please contact Us using the details in Part 15 to find out more.
- e) The right to restrict (i.e. prevent) the processing of Your personal data.
- f) The right to object to Us using Your personal data for a particular purpose or purposes.
- g) The right to withdraw consent. This means that, if We relying on Your consent as the legal basis for using Your personal data, You are free to withdraw that consent at any time.
- h) The right to data portability. This means that, if You have provided personal data to Us directly, We are using it with Your consent or for the performance of a contract, and that data is processed using automated means, You can ask Us for a copy of that personal data to re-use with another service or business in many cases.
- i) Rights relating to automated decision-making and profiling. We do not use Your personal data in this way.

For more information about Our use of Your personal data or exercising Your rights as outlined above, please contact us using the details provided in Part 15.

It is important that Your personal data is kept accurate and up-to-date. If any of the personal data we hold about You changes, please keep us informed as long as we have that data.

Further information about Your rights can also be obtained from the Information Commissioner's Office or Your local Citizens Advice Bureau.

If You have any cause for complaint about our use of Your personal data, You have the right to lodge a complaint with the Information Commissioner's Office. We would welcome the opportunity to resolve Your concerns ourselves however, so please contact us first, using the details in Part 15.

## 6. **What Data Do You Collect and How?**

Depending upon Your use of Our Site, we may collect and hold some or all of the personal and non-personal data set out in the table below, using the methods also set out in the table. Please also see Part 14 for more information about Our use of

Cookies and similar technologies and Our Cookie Policy. We do not collect any 'special category' or 'sensitive' personal data OR personal data relating to children OR data relating to criminal convictions and/or offences.

| Data Collected                                                                                                                    | How We Collect the Data                                                                                                      |
|-----------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| Identity Information including title, name, job title and/or role.                                                                | Online form, telephone conversations, meetings including using remote meeting services.                                      |
| Contact information including postal address, telephone number(s), email address and social media handles.                        | Online form, telephone conversations, meetings including using remote meeting services.                                      |
| Business information including business name, industry, owner/director names.                                                     | Online form, telephone conversations, meetings including using remote meeting services. Public records e.g. Companies House. |
| Payment information including payment card details and security information, bank account details.                                | Online form, in-person, by telephone and meetings including using remote meeting services.                                   |
| Profile information including preferences, services in which You may be interested in procuring, login details, purchase history. | Online form, telephone conversations, meetings including using remote meeting services.                                      |
| Technical information including IP address, browser type and version, operating system, hardware profile.                         | Automated collection system using discreet software on Our website.                                                          |
| Data from third parties including business credit report and standing.                                                            | Online and offline sources, including Companies House and Equifax.                                                           |

## 7. How Do You Use My Personal Data?

Under the Data Protection Legislation, We must always have a lawful basis for using personal data. The following table describes how We may use Your personal data, and Our lawful bases for doing so:

| What WeDo                            | What Data WeUse                                                             | OurLawful Basis                                                                                                                                                        |
|--------------------------------------|-----------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Registering You on Our Site.         | Your name and email address                                                 | Legitimate interests including but not limited to establishing and managing Your account                                                                               |
| Providing and managing Your Account. | Your name and email address, Your business name and address, Your job title | Legitimate interests including but not limited to providing access to Our project management system, providing access to invoices and contracts, facilities to request |

|                                                          |                                                                                                                                                                                 |                                                                                                                                                                                |
|----------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                          |                                                                                                                                                                                 | quotes, initiate projects and incur costs by entering into contracts. View, download and pay invoices. Sign contracts online.                                                  |
| Providing and managing Your access to Our Site.          | Your name and email address, Your business name and address, Your job title.                                                                                                    | Legitimate interests including but not limited to storing Your username and/or password on Your device.                                                                        |
| Personalising and tailoring Your experience on Our Site. | Your name and email address, Your business name and address, Your job title.                                                                                                    | Legitimate interests including but not limited to remembering Your preferences and accessibility settings to improve Your user experience.                                     |
| Administering Our Site.                                  | Your name and email address, Your business name and address, Your job title. Your device, browser and operating system. How You use Our Site. Your previous visits to Our Site. | Legitimate interests including but not limited to developing and maintaining Our Site, identifying resolving errors, improving Our Site, securing Our Site.                    |
| Administering Our business and supplying Our services.   | Your name and email address, Your business name and address, Your job title.                                                                                                    | Legitimate interests including but not limited to providing You with quotes and invoices, delivering projects, providing deliverable assets and seeking feedback and approval. |
| Managing payments for Our services.                      | Your business name and address, payment card details and security information, Your business risk profile and credit report.                                                    | Legitimate interests including but not limited to processing payments, deposits and part-payments against invoices and costs or disbursements.                                 |
| Communicating with You.                                  | Your name and email address, Your business name and address, Your job title. Your main and mobile phone number(s).                                                              | Legitimate interests including but not limited to contacting you to manage Your account, providing quotes and estimates, managing projects, obtaining                          |

|                                                                                                                                                                                                                                                                                     |                                                                                                                     |                                                                                                                                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                                                                                                                                                                     |                                                                                                                     | payment for services, informing You about important commercial and marketing announcements.                                      |
| Supplying You with information by telephone, email and post that You have opted-in to (You may opt-out at any time by using the “unsubscribe” function in any email message(s) or emailing <a href="mailto:unsubscribe@bentleystudios.co.uk">unsubscribe@bentleystudios.co.uk</a> ) | Your name and email address, Your business name and address, Your job title. Your main and mobile telephone number. | Legitimate interests including but not limited to providing You with a range of information about Our services and Our projects. |

With Your permission and/or where permitted by law, We may also use Your personal data for marketing purposes, which may include contacting You by email, telephone, text message and post with information, news, and offers on Our services. You will not be sent any unlawful marketing or spam. We will always work to fully protect Your rights and comply with Our obligations under the Data Protection Legislation and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and You will always have the opportunity to opt-out. We will always obtain Your express opt-in consent before sharing Your personal data with third parties for marketing purposes and You will be able to opt-out at any time.

Third Parties (including [bark.com](https://www.bark.com) and [maps.google.com](https://www.google.com)) whose content appears on Our Site may use third-party Cookies, as detailed below in Part 14. Please refer to Part 14 for more information on controlling cookies. Please note that We do not control the activities of such third parties, nor the data that they collect and use themselves, and We advise You to check the privacy policies of any such third parties.

We will only use Your personal data for the purpose(s) for which it was originally collected unless We reasonably believe that another purpose is compatible with that or those original purpose(s) and need to use Your personal data for that purpose. If We do use Your personal data in this way and You wish Us to explain how the new purpose is compatible with the original, please contact Us using the details in Part 15.

If We need to use Your personal data for a purpose that is unrelated to, or incompatible with, the purpose(s) for which it was originally collected, We will inform You and explain the legal basis which allows Us to do so.

In some circumstances, where permitted or required by law, We may process Your personal data without Your knowledge or consent. This will only be done within the bounds of the Data Protection Legislation and Your legal rights.

## 8. How Long Will You Keep My Personal Data?

We will not keep Your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Your personal data will therefore be kept for the following periods (or, where there is no fixed period, the following factors will be used to determine how long it is kept):

| Type of Data                                | How Long WeKeep It                   |
|---------------------------------------------|--------------------------------------|
| Identity Information including title, name, | Duration of any contract(s) for work |

|                                                                                                                                   |                                                                                  |
|-----------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| job title and/or role.                                                                                                            | between us (if applicable) plus six months.                                      |
| Contact information including postal address, telephone number(s), email address and social media handles.                        | Duration of any contract(s) for work between us (if applicable) plus six months. |
| Business information including business name, industry, owner/director names.                                                     | Duration of any contract(s) for work between us (if applicable) plus six months. |
| Payment information including payment card details and security information, bank account details.                                | Duration of any contract(s) for work between us (if applicable) plus six months. |
| Profile information including preferences, services in which You may be interested in procuring, login details, purchase history. | Duration of any contract(s) for work between us (if applicable) plus six months. |
| Technical information including IP address, browser type and version, operating system, hardware profile.                         | Duration of any contract(s) for work between us (if applicable) plus six months. |

## 9. **How and Where Do You Store or Transfer My Personal Data?**

We will store some of Your personal data within the European Economic Area (the “EEA”). The EEA consists of all EU member states, plus Norway, Iceland, and Liechtenstein. This means that Your personal data will be fully protected under the EU GDPR and/or to equivalent standards by law. Transfers of personal data to the EEA from the UK are permitted without additional safeguards.

We may store some or all of Your personal data in countries outside of the UK. These are known as “third countries”. We will take additional steps in order to ensure that Your personal data is treated just as safely and securely as it would be within the UK and under the Data Protection Legislation as follows:

We will only store or transfer personal data in or to countries that are deemed to provide an adequate level of protection for personal data. For further information about adequacy decisions and adequacy regulations, please refer to the [Information Commissioner’s Office.](#)]

Please contact Us using the details below in Part 15 for further information about the particular data protection safeguards used by Us when transferring Your personal data to a third country.

The security of Your personal data is essential to Us and to protect Your data, We take a number of important measures, including the following:

- limiting access to Your personal data to those employees, agents, contractors, and other third parties with a legitimate need to know and ensuring that they are subject to duties of confidentiality;
- procedures for dealing with data breaches (the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, Your personal data) including notifying You and/or the Information Commissioner’s Office where we are legally required to do so.

## 10. **Do You Share My Personal Data?**

We will not share any of Your personal data with any third parties for any purposes,

subject to the following exceptions:

If we sell, transfer, or merge parts of Our business or assets, Your personal data may be transferred to a third party. Any new owner of Our business may continue to use Your personal data in the same way(s) that We have used it, as specified in this Privacy Policy.

In some limited circumstances, we may be legally required to share certain personal data, which might include Yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

If any of Your personal data is shared with a third party, as described above, we will take steps to ensure that Your personal data is handled safely, securely, and in accordance with Your rights, Our obligations, and the third party's obligations under the law, as described above in Part 9.

If any personal data is transferred outside of the UK, We will take suitable steps in order to ensure that Your personal data is treated just as safely and securely as it would be within the UK and under the Data Protection Legislation, as explained above in Part 9.

## **11. How Can I Control My Personal Data?**

11.1 In addition to Your rights under the Data Protection Legislation, set out in Part 5, when You submit personal data via Our Site, You may be given options to restrict Our use of Your personal data. In particular, We aim to give You strong controls on Our use of Your data for direct marketing purposes (including the ability to opt-out of receiving emails from Us which You may do by unsubscribing using the links provided in Our emails at the point of providing Your details and by managing Your Account).

11.2 You may also wish to sign up for one or more of the preference services operating in the UK: The Telephone Preference Service ("the TPS"), the Corporate Telephone Preference Service ("the CTPS"), and the Mailing Preference Service ("the MPS"). These may help to prevent You from receiving unsolicited marketing. Please note, however, that these services will not prevent You from receiving marketing communications that You have consented to receiving.

## **12. Can I Withhold Information?**

You may access certain areas of Our Site without providing any personal data at all. However, to use all features and functions available on Our Site You may be required to submit or allow for the collection of certain data.

You may restrict Our use of Cookies. For more information, see Part 14 and Our Cookie Policy.

## **13. How Can I Access My Personal Data?**

If You want to know what personal data We have about You, You can ask Us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a "subject access request".

All subject access requests should be made in writing and sent to the email or postal addresses shown in Part 15. To make this as easy as possible for You, a Subject Access Request Form is available for You to use. You do not have to use this form, but it is the easiest way to tell Us everything We need to know to respond to Your request as quickly as possible.

There is not normally any charge for a subject access request. If Your request is 'manifestly unfounded or excessive' (for example, if You make repetitive requests) a

fee may be charged to cover Our administrative costs in responding.

We will respond to Your subject access request within 28 days and, in any case, not more than one month of receiving it. Normally, We aim to provide a complete response, including a copy of Your personal data within that time. In some cases, however, particularly if Your request is more complex, more time may be required up to a maximum of three months from the date We receive Your request. You will be kept fully informed of Our progress.

#### 14. **How Do You Use Cookies?**

Our Site may place and access certain first-party Cookies on Your computer or device. First-party Cookies are those placed directly by Us and are used only by Us. We use Cookies to facilitate and improve Your experience of Our Site and to provide and improve Our services. We have carefully chosen these Cookies and have taken steps to ensure that Your privacy and personal data is protected and respected at all times.

By using Our Site, You may also receive certain third-party Cookies on Your computer or device. Third-party Cookies are those placed by websites, services, and/or parties other than Us. Third-party Cookies are used on Our Site for:

- administering Your online account and remembering Your preferences;
- providing Our services;
- administering meeting booking services;
- monitoring and managing online and offline advertising and marketing;
- tracking how You use Our Site.

For more details, please refer to our Cookie Policy at [bentleystudios.co.uk](https://bentleystudios.co.uk).

#### 15. **How Do I Contact You?**

To contact Us about anything to do with Your personal data and data protection, including making a subject access request, please use the following details:

Email address: [data@bentleystudios.co.uk](mailto:data@bentleystudios.co.uk).

Telephone number: 0330 122 8522.

Postal Address: Bartle House, 9 Oxford Court, Manchester M2 3WQ.

#### 16. **Changes to this Privacy Policy**

We may change this Privacy Policy from time to time. This may be necessary, for example, if the law changes, or if We change Our business in a way that affects personal data protection.

Any changes will be immediately posted on Our Site and You will be deemed to have accepted the terms of the Privacy Policy on Your first use of Our Site following the alterations. We recommend that You check this page regularly to keep up-to-date. This Privacy Policy was last updated on 16th July 2024 when Our contact details were updated.