

# PRIVACY POLICY

It is F. D. Lee's ["we"; "us"] policy to respect your privacy regarding any information we may collect from you or which you may provide to us, in the circumstances set out below. Accordingly, we have developed this privacy policy in order for you to understand how we collect, use, communicate, disclose, safeguard and otherwise make use of your personally identifiable information ("Personal Data").

We will only collect and use your Personal Data where:

- We have lawful grounds to do so, including to comply with our legal obligations;
- We are performing a contract with you for our services; and
- We have legitimate interests in using your Personal Data and your interests and fundamental rights do not override those interests.

For the purposes of the EU General Data Protection Regulation ((EU) 2016/679) ("GDPR"), we, F. D. Lee, are the "data controller". If you have any questions about this policy or about how we use your Personal Data, please contact us via our contact details at the end of this policy. This policy is effective as of 10<sup>th</sup> of May, 2018. We review our privacy practices on an ongoing basis, and as such we may change this privacy policy from time to time. Please check this page frequently to ensure you are familiar with its current content.

## 1. Personal Data we collect via our website [www.fdlee.co.uk] (the "Website")

We only collect Personal Data where you choose to interact with us on the Website in the following ways. When you sign-up to receive free content, including eBooks and offers:

- Email address
- First name
- Last name

Any Personal Data which you provide to us in the free text box of the forms when commenting on posts, articles, blogs, book reviews on the Website.

Payment method choice (payment details are held by our payment processor, not us.)

When you complete the media enquiries form:

- Name
- Email address
- Phone number

Any Personal Data which you provide to us in the free text box of the forms present on the Website.

## 2. Data that we collect automatically.

SquareSpace (the Website host) automatically collects certain information when you visit our Website – such as the type of browser and operating system you are using, and the domain

name of your Internet service provider. We do not link this information with any Personal Data. SquareSpace may also collect data automatically through our use of cookies on the Website. Please see SquareSpace's (the Website host) [policy](#) to find out about the types of cookies they set and why, and how you can adjust your settings to disable cookies.

Data is automatically collect via Facebook. This data is collected on Facebook's servers. This data is used to create Facebook Custom Audiences to deliver advertisements to Website visitors or audiences based on Website visitors based on email addresses. The Facebook Custom Audience pixel converts email address and website behaviours into randomised, anonymous numbers which can then be used for target advertising. This data also allows us to track the efficacy of advertisements placed on Facebook and its affiliate sites. We do not link this data with any personal information, and do not have access to any personal information collected via the pixel. You can opt-out of Facebook Custom Audience tracking [here](#). You can view Facebook's privacy policy [here](#).

### 3. Use of your Personal Data

We will only use your Personal Data when the law allows us to. Most commonly, we use your Personal Data to:

- Process and manage your use of our website
- Respond to your questions, comments and requests
- Where you have opted-in to receive marketing from us, deliver communications that are relevant to your preferences / may be of interest to you
- Improve our services and Website through analysis of information.
- For targeted advertising purposes

### 4. Sharing of your Personal Data

We take your privacy seriously and will not share your Personal Data with others, except as permitted by applicable law or as set out below:

We share Personal Data as necessary with third parties who provide services or functions on our behalf and who require the information to provide those specific services to us. These third parties may include social media advertising platforms such as Facebook and Google Adwords for the purpose of custom audience generation and the development of targeting criteria for other audiences.

Please note that we have appropriate data privacy safeguards in place with third parties with whom we share Personal Data as described above and who are providing services or functions on our behalf.

### 5. Keeping your Personal Data secure

We have implemented security policies and technical measures to safeguard the Personal Data we collect. We maintain physical, electronic and procedural safeguards that comply with applicable law, including the GDPR, to safeguard Personal Data from accidental loss, destruction or damage and unauthorised access, use and disclosure.

Data collected via Facebook Custom Audience pixel is held on Facebook's servers. You can view Facebook's privacy policy [here](#).

## 6. Retention periods for use of your Personal Data

We will use and store your Personal Data only for as long as necessary, bearing in mind the uses of your Personal Data as described in this privacy policy and otherwise as communicated to you. We review the Personal Data we hold at regular intervals and delete permanently or anonymise any Personal Data which is no longer necessary.

## 7. Children

This Website and our services are aimed at adults, and we do not knowingly collect any Personal Data relating to children aged under 15 years old. If you are under the age of 15, please do not provide us with any of your Personal Data, including your email address. Please also see section 2 above to opt out of any automated data collection.

## 8. Access to and control over your Personal Data

You have legal rights under applicable law in relation to your Personal Data. You can ask the following questions, or take the following actions, at any time by contacting us via email [faith@fdlee.co.uk](mailto:faith@fdlee.co.uk) or via our postal address: 34 The Woodlands, London, N12 0DU:

See what Personal Data we hold about you (if any), including why we are holding it and who it could be disclosed to; • ask us to change/correct your Personal Data

- Ask us to delete your Personal Data
- Object to the processing of your Personal Data
- Ask us to restrict the processing of your Personal Data
- Withdraw any consents you have given us to the processing of your Personal Data
- Express any concerns you have about third parties' use of your Personal Data.

## 9. Change of purpose

We will only use your Personal Data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to have an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us. If we need to use your Personal Data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

## 10. Contact Us

Our full details are: Email for Privacy Questions: [faith@fdlee.co.uk](mailto:faith@fdlee.co.uk). Postal Address: 34 The Woodlands, London, N12 0DU