

## **Privacy Policy**

### **I am committed to protecting and respecting your privacy.**

This Policy explains when and why I collect personal information about people who visit my website, how I use it, the conditions under which I may disclose it to others and how I keep it secure.

I may change this Policy from time to time so please check this page occasionally to ensure that you're happy with any changes. The latest review date can be found at the bottom of this document. By using my website, you're agreeing to be bound by this Policy.

Any questions regarding this Policy and my privacy practices should be sent by email to [chloe276@aol.com](mailto:chloe276@aol.com) or by writing to Pauline Brimson, 276 Tonbridge Road, East Peckham, Kent, TN12 5LA or you can telephone 07860 868 022.

### **Who am I?**

I am a Level 4 UKCC accredited Equestrian Coach. I provide private and group lessons for clients on their own horses. I also run clinics and workshops for horse riders.

### **How do I collect information from you?**

I obtain information about you when you use my website, for example, when you use the contact form. I use google analytics software to collect information about how you use my website. The data is anonymised before being used for analytics processing.

### **What type of information is collected from you?**

The personal information I collect might include your name, email address, Internet Protocol (IP) address, and information regarding what pages are accessed and when.

### **How is your information used?**

The information helps me to understand how the website is being used and to ensure you have the best possible user experience. It also helps me to make improvements to the website.

I may also use your information to:

- send you communications which you have requested and that may be of interest to you for example newsletters, updates on clinics and workshops
- these may include information about your booking

I review my retention periods for personal information on a regular basis. I will hold your personal information on my systems for as long as is necessary for the relevant activity.

### **Who has access to your information?**

I will not sell or rent your information to third parties. I will not share your information with third parties for marketing purposes. I will share your data if required to do so by law, for example a court order or to prevent fraud or other crime.

## **Your choices**

I only use the information you provided via my contact form to reply to your email with the information you requested.

However, should you wish to remove your details from my database at any time you can do this by contacting me using the details below.

## **How you can access and update your information**

The accuracy of your information is important to me. If you change your email address, or any of the other information I hold is inaccurate or out of date, please email me:

- chloe276@aol.com or
- by writing to Pauline Brimson, 276 Tonbridge Road, East Peckham, Kent, TN12 5LA
- or you can telephone 07860 868 022

## **Your rights**

You have the right to ask for a copy of the information I hold about you, how that information is processed and that any inaccuracies in your personal data is rectified immediately. You can also request that your personal data is erased if there is no longer a justification for it. You can object to how your personal data is processed and ask that the personal data is restricted to certain circumstances.

## **Security precautions in place to protect the loss, misuse or alteration of your information**

When you give me personal information, I take steps to ensure that it's treated securely.

Non-sensitive details (your email address etc.) are transmitted normally over the Internet, and this can never be guaranteed to be 100% secure. As a result, while I strive to protect your personal information, I cannot guarantee the security of any information you transmit to me, and you do so at your own risk. Once I receive your information, I will make my best effort to ensure its security on my systems.

## **Profiling**

Some websites analyse your personal information to create a profile of your interests and preferences so that they can contact you with information relevant to you. I do not use profiling.

## **Use of 'cookies'**

Like many other websites, the Pauline Brimson Coaching website uses cookies. 'Cookies' are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow that website to recognise you when you visit. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. For example, I use cookies to store your country preference. This helps me to improve my website and deliver a better more personalised service.

It is possible to switch off cookies by setting your browser preferences. For more information on how to switch off cookies on your computer, visit my full cookies policy. Turning cookies off may result in a loss of functionality when using my website.

## **Legal basis for processing your data**

The legal basis for processing personal data is in relation to my legitimate interest in the integrity and security of the website and that of the legitimate interest of my users. Your consent is the legal basis for processing anonymised data for Google analytics. The legal basis for collecting any other personal data is that it's necessary to perform a task in your interests.

## **Links to other websites**

My website may contain links to other websites run by other organisations. This privacy policy applies only to my website, so I encourage you to read the privacy statements on the other websites you visit. I cannot be responsible for the privacy policies and practices of other sites even if you access them using links from my website.

In addition, if you linked to my website from a third party site, I cannot be responsible for the privacy policies and practices of the owners and operators of that third party site and recommend that you check the policy of that third party site.

## **16 or Under**

I am concerned to protect the privacy of children aged 16 or under. If you are aged 16 or under, please get your parent/guardian's permission beforehand whenever you provide me with personal information.

## **Review of this Policy**

I keep this Policy under regular review. This Policy was last updated in July 2020.