

Privacy / Transparency Notice

Updated June 20 to include sensitive personal data collected

Tree View Designs and **Your** Personal Data

Tree View Designs takes your privacy very seriously.

We are registered with the Information Commissioner and we work hard to ensure that we comply with data protection law and handle personal data securely and appropriately.

If you have any questions or wish to make a request in relation to personal data, please contact our Data Protection Officer at emma.cooper@kafico.co.uk

It is necessary for Tree View Designs to **collect, use, store** and **share** personal data, for the purposes of fulfilling the contractual relationship we have with our customers as well as satisfying our own legitimate interests as an organisation – such as through our marketing activities.



How Does Tree View Designs **Collect** my

Information?

We will collect information personal data, either directly;

- When a member of the public or potential customer contacts us through our website, emails or calls us to make enquiries
- When customers provide us with contact details for the purposes of maintaining the customer relationship
- When information is shared via our social media accounts (Facebook, Twitter, Google and LinkedIn)

We will also collect personal data indirectly;

- When we use information that is already in the public domain to make potential customers aware of our services
- When we collect IP addresses for analytical cookies (with your consent)

- When you complete a form on one of our customer's websites (such as health forms) and we store and make it available for our customers to read and process

The information we collect will be stored on computer within electronic systems. The information includes **Personal Data**;

- Basic details about you, such as name, job title, address, DOB and contact details
- IP addresses

As well as **sensitive personal data** submitted via customer websites (such as health questionnaires);

- Health information (height, weight, medication, symptoms etc)
- Ethnicity



How Does Tree View Designs Use my Information?

Tree View Designs will use your information for your engagement in the following ways;

Internal Purposes

- To contact potential new customers about services that may interest them including maintaining a Client Relationship Management database
- To answer queries from visitors to the website, potential or existing customers
- To respond to information rights requests or information incidents

Service Related Purposes

- To store materials uploaded by the customer to their website and make them available for use
- To transmit and store queries or forms submitted via the customer website to the customer for action
- To support the process of onboarding new customers
- To manage the ongoing customer relationship

To undertake some of these activities, your information will be shared internally across our teams. We will work to ensure that only the right people have your information and that they are only given the information they need.



Who Does Tree View Designs Share My Information

With?

Tree View Designs works hard to ensure that only the right people have personal data and that they are only given the information they need.

Tree View Designs uses other companies to help us deliver some of our services such as;

- AK Tax & Accountancy Ltd www.aktax.co.uk/
- Bubble (Client Database) <https://app.bubble.io/>
- Dropbox (File Storage) www.dropbox.com
- Gmail / Google (Emails) https://gsuite.google.co.uk/intl/en_uk/solutions/
- Indeed (Recruitment) <https://www.indeed.co.uk/>
- Kafico Ltd (Data Protection Officer) www.kafico.co.uk
- Royal London (Pensions) <https://www.royallondon.com/>
- Xero (Accounting) www.xero.com/uk
- Digital Ocean (Data Storage) www.digitalocean.com
- Amazon Web Services (Data Storage) <https://aws.amazon.com/>

We have contracts or agreements in place with these organisations to ensure that they use personal data only appropriately and with proper limitations. These contracts also require them to maintain good standards of security to ensure your confidentiality.



Will Tree View Designs Share without Asking Me?

Sometimes we will be required by law to share your information and will not always be able to discuss this with you directly.

Examples might be;

- Sharing with the police or tax authorities for the detection or prevention of crime
- Where it is in the wider public interest – to keep the public safe for example
- To safeguard children or vulnerable adults
- Because the court has told us we must share.



What are my Information Rights?

Data protection law provides you with a number of rights that Tree View Designs is committed to supporting you with;

Right to Access

You have the right to obtain:

- confirmation that your information is being used, stored or shared by Tree View Designs
- a copy of information held about you
- We will respond to your request within one month of receipt or will tell you when it might take longer.
- We are required to validate your identity including the identity of someone making a request on your behalf

Right to Object or Withdraw Consent

When we collect, use, store or share your information based on your consent, you have a right to withdraw that consent at any time.

You may also object to the way we use your information.

Our Data Protection Lead will be happy to speak with you about any concerns you have.

Right to Correction

If information about you is incorrect, you are entitled to request that we correct it.

There may be occasions, where we are required by law to maintain the original information – our Data Protection Lead will talk to you about this and you may request that the information is not used during this time

We will respond to your request within one month of receipt or will tell you when it might take longer.

Right to Portability

You can ask us to send your information to another organisation on your behalf if you wish.

Complaints

You also have the right to make complaints and request investigations into the way your information is used. Please contact our Data Protection Lead or visit the link below for more information.

For more detailed information on your rights visit <https://ico.org.uk/for-the-public/>.



Does Tree View Designs Use Profiling or Automated Decision

Making?

No Tree View Designs does not undertake automatic profiling or automated decision making in relation to personal data.

Our Data Protection Lead will be happy to speak to you about this if you have concerns or questions.



How Does Tree View Designs Protect My

Information?

Tree View Designs are committed to ensuring the security and confidentiality of your information. There are a number of ways we do this;

- Staff receive regular training about protecting and using personal data
- Policies are in place for staff to follow and are regularly reviewed
- We check that only the minimum amount of data is shared or accessed
- We use controlled access to systems; this helps to ensure that the right people are accessing data – people with a ‘need to know’
- We use encrypted emails and storage which would make it difficult for someone to ‘intercept’ your information
- We report and manage incidents to make sure we learn from them and improve
- We put in place contracts that require providers and suppliers to protect your data as well



How Long Does Tree View Designs Store My

Information?

Tree View Designs has defined the key records and their retention dates below. Where items of your record can be removed at an earlier time, or be de-identified, this will happen to ensure that Tree View Designs only hold information that is needed.

Record	Description	Retention Period Trigger	Action	De-identification Process
Initial Application Submission or CV (unsuccessful)	Submitted via Tree View Designs Website to apply for employment	6 months from rejection for role (to allow time for claims)	Delete from corporate memory including website back end, emails and shared drive	NA
Initial Application Submission or CV (successful)	Submitted via Tree View Designs Website to apply for employment	Immediately following successful engagement	Subsumed into Personnel File	NA
Employee Personnel File	Personal data processed in relation to the engagement of staff	Summary created 6 years after staff member leaves and this is retained until 75 th birthday	Move to archive folder and retain for 6 years	Prior to Archive remove unnecessary personal data such as photographs
CRM Database	Personal data held in CRM for marketing or re-engagement of volunteers	No response or objects / unsubscribes	Remove from CRM	NA
Queries	Messages from website or social media accounts	No response or objects / unsubscribes	Remove from files	NA

Cookies

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