

DATA PROTECTION POLICY



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INTRODUCTION

Written by Jen (BRX) is registered as Belgian Independent (BE0724955333). A senior fundraiser turned freelance charity copywriter, I deliver contracted services to clients, a non-exhaustive list of which can be found on my website (www.writtenbyjen.com). This policy applies to the personal and professional information shared by prospective and existing clients. It explains why I collect this information, how I retain and use it. If you have any questions about these processes you can contact me using the details below:

- ⇒ By email: copy@writtenbyjen.com
- ⇒ By phone: +44 (0)7557005157

THE TYPE OF INFORMATION I COLLECT

When you get in touch to make a service enquiry, or purchase a service directly, I will collect basic personal and professional information about you. This may include your name, job title, place of work, your professional e-mail address and telephone number. In order to complete my service agreement with you, I may also need you to share client information, audience and marketing information, beneficiary case studies, stories and quotes, project information, and organisational financial information. At times it may also include log-in and access passwords to shared organisational resources. This list is non-exhaustive and may at times require the collection of additional data pending the nature of service required.

Please note that in order to deliver a high-quality service I may also collect additional information from publicly available sources (e.g LinkedIn, organisational websites). I also use these sources to gather basic professional information about prospective new clients who I believe have a legitimate business interest in my service.

DATA COLLECTION POINTS

Personal and professional information may be collected in the following ways:

- When you contact WBJ(BRX) through my website, phone and/or social media channels.
- Service-based e-mail communication and correspondence.
- Service-based phone communication.
- Publicly available, on-line sources (e.g. LinkedIn, organisational websites).
- Professional networks and introductions.

I do not buy data from external or third party sources.

WHY I COLLECT THIS INFORMATION

All information is collected strictly for professional purposes and is used to:

- Identify potential new clients and connections to support business growth.
- Prepare project quotations and pitch for work.
- Deliver an efficient and professional service to clients.
- Develop testimonials and other marketing materials to advertise and promote my work.
- Send marketing communications about my work and promote relevant offers and services.
- Manage internal administration.

LEGAL BASIS

Data protection law requires WBJ(BRX) to have a legal basis for using your personal and organisational information. The basis will, in almost all circumstances, be one of the following:

- You have provided your consent.
- It is necessary to fulfil a contract that we have in place with you.
- It is necessary so that I can comply with legal or regulatory obligation.
- It is in my legitimate interests as a Sole Trader to further business development.

WBJ(BRX) will only send direct marketing communications to a personal email address if you have given unambiguous and explicit 'Opt-in' consent for us to do so, or in the case of a business address, if I believe you have a legitimate interest in my professional service. You will be provided with the option to 'unsubscribe' from my direct marketing materials. You can withdraw your consent at any time.

RETAINING INFORMATION

All information is stored on a professional Dropbox service in a password-protected file. I will delete all shared organisational passwords and access information immediately on project conclusion, and will retain all other data for as long as is necessary. In order to retain organisational history, I will save all final project pieces. These will be archived after three years.

THIRD PARTIES

WBJ(BRX) may work with third party suppliers in order to complete agreed service contracts. These are likely to include graphic designers, proof-readers, and other external agencies/consultants. Other situations where I may need to share personal and organisational information with others may include:

- Where I am under a legal or regulatory obligation to disclose your information.
- To obtain legal or financial advice from professional advisors.
- To enforce an agreement we have with you or investigate a suspected breach.
- To protect the rights, property or safety of myself or others.

YOUR RIGHTS

Data protection law gives you certain rights in relation to your personal information. These include (in certain circumstances) the right to object to and / or withdraw consent to the processing of your personal information, the right to access to your personal information, and the ability to erase, restrict or receive a machine-readable copy of your personal information. I will handle any request to exercise your rights in accordance with applicable law. This means there may be certain situations in which I am not legally required to comply with your request. If you wish to exercise any of these rights please get in touch.

CONTACT

Questions and comments regarding this policy should be sent to:

Jennifer Ruthe
copy@writtenbyjen.com
+44 (0) 7557005157

If you have a complaint or concern about how I will handle your personal and organisational information please contact us in the first instance. I will work hard to resolve your concerns, however, if you are still not satisfied you can lodge a complaint with appropriate regulatory body.