

Privacy and Data Usage Policy

Introduction

This privacy and Data Usage Policy is for this website <https://www.mrblackband.co.uk>, as part of the commitment by Seminal One management and Mr Black to safeguard users' personal data, and governs the privacy of its users who visit the website and may sign up for the newsletter service, or purchase items via the website that will require such data.

This policy has been updated to satisfy the legislative requirements of the General Data Protection Regulations (GDPR) that take effect from 25th May 2018.

The policy sets out the different areas where user privacy is concerned and outlines the obligations & requirements of the users, the website and website owners. Furthermore the way this website processes, stores and protects user data and information will also be detailed within this policy.

The Website

This website and its owners take a proactive approach to user privacy and ensure the necessary steps are taken to protect the privacy of its users throughout their visiting experience. This website complies with the General Data Protection Regulations and requirements for user privacy.

What data is collected?

We only collect data that is necessary to fulfil the services that we provide. The data we directly collect from users is

- First name
- Last name and
- Email address

This data is only collected with the user's explicit consent, which is via an online form embedded within the website. This data is collected securely by a third party, called Rocket Science Group, trading as MailChimp, explicitly for this purpose.

How is the data used?

Seminal One Management and Mr Black use this data for dissemination of periodical newsletters via email.

Data is not passed to any other third party, either freely or via payment. MailChimp does use analytics software to track email campaigns, but such data is anonymous; no user data is contained within the reporting.

Rocket Science Group have their own Privacy Policy, which can be located at <https://mailchimp.com/legal/privacy/>

MailChimp are a US-based company, whose address is The Rocket Science Group, LLC 675 Ponce de Leon Ave NE, Suite 5000, Atlanta, GA 30308 USA

Third Party Data

Occasionally, product and services including, but not limited to, advertisements are made available through the website. No personal data is passed to these third parties unless you explicitly provide consent via the third party directly.

The site does feature a shopping link, where personal data will be required to complete the transaction.

This online shopping site is provided by a UK-based company called Ramp Commerce Ltd, trading as Dizzyjam. Their address is 3 East Point, High Street Seal, Sevenoaks, Kent, TN15 0EG. Their website is www.dizzyjam.com.

What data is collected by Dizzyjam?

Dizzyjam collect and process the following data when making a purchase from the online shop:

- Name
- Address
- Email address
- Payment card number
- Payment card expiration date
- Payment card CVC code

Seminal One Management and Mr Black do not collect or process any of this data and this data is used in accordance with Dizzyjam's own privacy policy; see Resources and Other Information section below for a link to their policy.

Use of Cookies

This website uses cookies to better the users experience while visiting the website. Users are freely able to refrain or opt out of using cookies. This complies with recent legislation requirements for websites to obtain explicit consent from users before leaving behind or reading files such as cookies on a user's computer or device.

What are Cookies?

Cookies are small files saved to the user's computer's hard drive that track, save and store information about the user's interactions and usage of the website. This allows the website, through its server, to provide the users with a tailored experience within this website. Users are advised that if they wish to deny the use and saving of cookies from this website on to their device, they should take necessary steps within their web browser's security settings to block all cookies from this website and its external serving vendors.

Website Management and Reporting

This website uses tracking software to monitor its visitors to better understand how they use it. This software is provided by Google Analytics which uses cookies to track visitor usage. The software will save a cookie to your device to track and monitor your engagement and usage of the website, but will not store, save or collect personal information. You can read Google's privacy policy via their website, which can be found under the Resources and Information section at the end of this document.

Other cookies may be stored to your device by external vendors when this website uses referral programs, sponsored links or adverts. Such cookies are used for conversion and referral tracking and typically expire after 30 days, though some may take longer. No personal information is stored, saved or collected.

Contact & Communication

Users contacting this website and/or its owners do so at their own discretion and provide any such personal details requested at their own risk. However, we take all reasonable steps and precautions to ensure personal data is never compromised. All personal information is kept private and stored securely until a time it is no longer required or the user explicitly asks us to remove it, in accordance with GDPR. Every effort has been made to ensure a safe and secure form submission process but advise users using such form to email processes that they do so at their own risk.

Right of Access

This website operates an email newsletter program, used to inform subscribers about products and services supplied by this website. Users can subscribe through an online automated process should they wish to, but do so at their own discretion.

Subscriptions are taken in compliance with English law detailed in the Privacy and Electronic Communications Regulations 2003 and the GDPR. All personal details relating to subscriptions are held securely and in accordance with these legislative frameworks.

Under the GDPR, you may request a copy of personal information held about you by this website's email newsletter program. A small fee may be payable. If you would like a copy of the information held about you, please contact dpa@seminal-one.com

Email marketing campaigns published by this website or its owners may contain tracking facilities within the actual email. Subscriber activity is tracked and stored in a database for marketing analysis and evaluation only. Such tracked activity may include, but not limited to; the opening of emails, forwarding of emails, the clicking of links within the email content, times, dates and frequency of activity. The information is used in no other way.

This information is used to refine future email campaigns and supply the user with more relevant content based around their activity.

In compliance with the Privacy and Electronic Communications Regulations 2003 and GDPR, subscribers are given the opportunity to unsubscribe at any time through an automated system. This process is detailed at the footer of each email campaign. If an automated unsubscribe system is unavailable, clear instructions on how to unsubscribe will be detailed instead. If users have trouble in unsubscribing, they may email dpa@seminal-one.com requesting a manual removal.

Under GDPR regulations, users now have the right to be 'forgotten'. This means erasing data permanently.

External Links

Although this website only looks to include quality, safe and relevant external links, users are advised adopt a policy of caution before clicking any external web links that may be available throughout this website

The owners of this website cannot guarantee or verify the contents of any externally linked website despite their best efforts. Users should, therefore, understand that they use external links at their own risk and this website and its owners cannot be held liable for any damages or implications caused by visiting any external links mentioned.

Adverts and Sponsored Links

This website may contain sponsored links and adverts. These will typically be served through our advertising partners, to whom may have detailed privacy policies relating directly to the adverts they serve.

Clicking on any such adverts will send you to the advertiser's website through a referral program which may use cookies and will track the number of referrals sent from this website. This may include the use of cookies which may in turn be saved on your device. Users should therefore note they click on sponsored external links at their own risk and this website and its owners cannot be held liable for any damages or implications caused by visiting any external links mentioned. This policy does not apply to external websites.

Social Media Platforms

Communication, engagement and actions taken through external social media platforms that this website and its owners participate on are custom to the terms and conditions as well as the privacy policies held with each social media platform respectively.

Users are advised to use social media platforms wisely and communicate / engage upon them with due care and caution in regard to their own privacy and personal details. This website nor its owners will ever ask for personal or sensitive information through social media platforms and encourage users wishing to discuss sensitive details to contact them through primary communication channels such as by telephone or email.

This website may use social sharing buttons which help share web content directly from web pages to the social media platform in question. Users are advised before using such social sharing buttons that they do so at their own discretion and note that the social media platform may track and save your request to share a web page respectively through your social media platform account.

Shortened Links in Social Media

This website and its owners through their social media platform accounts may share web links to relevant web pages. By default some social media platforms shorten lengthy URLs.

Users are advised to exercise caution and good judgement before clicking any shortened URLs published on social media platforms by this website and its owners. Despite the best efforts to ensure only genuine URLs are published many social media platforms are prone to spam and hacking and therefore this website and its owners cannot be held liable for any damages or implications caused by visiting any shortened links.

Resources & Further Information

- Data Protection Act 1998
- Privacy and Electronic Communications Regulations 2003
- Privacy and Electronic Communications Regulations 2003 - The Guide
- GDPR Individual Rights
- Twitter Privacy Policy
- Facebook Privacy Policy
- Google Privacy Policy
- Instagram Privacy Policy
- Mailchimp Privacy Policy
- Dizzyjam Privacy Policy

Data Controller

The data controller is the person responsible for the data and its processing. For Seminal One Management and Mr Black, the data controller is Simon Neale of 24 Stirchley Road, Stirchley, Telford, Shropshire TF3 1EH.

The data controller can be reached at dpa@seminal-one.com