

## Birdy Publications Ltd Privacy Policy

Birdy Publications Ltd is committed to protecting and respecting your privacy. This policy explains when and why we collect personal information, how we use it, the conditions under which we may disclose it to others and how we keep it secure.

We may change this policy from time to time so please check this page occasionally to ensure that you're happy with any changes. By using our website, you're agreeing to be bound by this policy.

Any questions regarding this policy and our privacy practices should be sent by email to [info@birdypublications.com](mailto:info@birdypublications.com), or by writing to Birdy Publications Ltd, 7 Bell Yard, London, WC2A 2JR.

### Who are we?

Birdy Publications Ltd is a limited company (company no. 08881555). The registered address is: 7 Bell Yard, London, WC2A 2JR.

### How do we collect information from you?

We obtain information about you when you use our website, email or speak to us. For example, when you make an enquiry on our website or register an interest with us.

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

The personal information we collect might include your name, address, email address, IP address, and information regarding your interaction with our website. We may also collect the details of any interest you have in advertising, subscription or other relevant data. If you make a card payment to us, your card information is not held by us, it is collected by our third party payment processors using WooCommerce, who specialise in the secure online capture and processing of credit/debit card transactions, as explained below.

### How is your information used?

We may use your information to:

- Process a payment that you have made;
- Carry out our obligations arising from any contracts entered into by you and us;
- Seek your views or comments on the services we provide;
- Notify you of changes to our services;
- Send communications which may be of interest to you. These may include the promotion of our company and our associated publications and app as these may be of interest to you given your interest in the nature of our services and products.

We review our retention periods for personal information on a regular basis. We are legally required to hold some types of information to fulfil our statutory obligations. We will hold your personal information on our systems for as long as is necessary for the relevant activity, or as long as is set out in any relevant contract you hold with us.

### Who has access to your information?

#### Third Party Service Providers working on our behalf:

We may pass your information to our third party service providers, agents subcontractors and other associated organisations for the purposes of completing tasks and providing services to you on our behalf (for example to send you emails and mailings). However, when we use third party service providers, we disclose only the personal information that is necessary to deliver the service. Please be reassured that we will not release your information to any other third parties beyond these.

#### Third Party Product Providers we work in association with:

We work closely with various third party product providers in order to deliver an excellent service. When you make contact with Birdy Publications Ltd, our third party partners may process data associated with yourself and/or your business. In some cases, they will be acting as a data controller of your information and therefore we advise you to read their Privacy Policies. These third party product providers may share your information with us which we will use in accordance with this Privacy Policy.

When you are using our secure online purchase pages (or make a payment over the phone), your payment is processed by a third party payment processor who specialises in the secure online capture and processing of credit/debit card transactions. If you have any questions regarding secure transactions, please contact us.

We may transfer your personal information as part of any business restructuring or reorganisation, or if we're under a duty to disclose or share your personal data in order to comply with any legal obligation. However, we will take steps with the aim of ensuring that your privacy rights continue to be protected.

We will not sell or rent your information to third parties.

### Your choices

You have a choice as to whether or not you receive information from us. If you wish to update your communication preferences, you can inform us by emailing [info@birdypublications.com](mailto:info@birdypublications.com), or by writing to us at: Birdy Publications Ltd, 7 Bell Yard, London, WC2A 2JR.

We will not contact you for marketing purposes unless you have indicated your consent, or under other lawful grounds as stated in Article 6.1 of the Official Journal of the European Union (04/05/2016).

### How you can access and update your information

The accuracy of your information is important to us and we're working on ways to make it easier for you to review and correct the information that we hold about you. You have the right to ask for a copy of the information Birdy Publications Ltd hold about you, or for this information to be deleted.

In the meantime, if any of this information is inaccurate or out of date, please inform us by emailing [info@birdypublications.com](mailto:info@birdypublications.com), or by writing to us at: Birdy Publications Ltd, 7 Bell Yard, London, WC2A 2JR.

### Personalisation

We may analyse your personal information to create a profile of your interests and preferences so that we can contact you with information relevant to you. We may make use of additional information about you when it is available from external sources to help us do this effectively. We may also use your personal information to detect and reduce fraud and credit risk.

### Use of 'cookies'

Like many other websites, the Birdy Publications Ltd (including but not limited to [www.birdypublications.com](http://www.birdypublications.com), [www.thefelixstoweapp.com](http://www.thefelixstoweapp.com), [www.thefelixstowemagazine.com](http://www.thefelixstowemagazine.com), [www.myrewards.me](http://www.myrewards.me) and [www.myvoucherbook.com](http://www.myvoucherbook.com)) websites uses cookies to improve our service. 'Cookies' are small pieces of information sent by an organisation and stored on your computer 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. If you wish to switch off cookies, this can be done in your browser settings.

### Links to other websites

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

In addition, if you linked to our website from a third party site, we 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

We are 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 us with personal information.

### Transferring your information outside of Europe

As part of the services offered to you through this website, the information which you provide to us may be transferred to countries outside the European Union ("EU"). By way of example, this may happen if any of our servers are from time to time located in a country outside of the EU. These countries may not have similar data protection laws to the UK. By submitting your personal data, you're agreeing to this transfer, storing or processing. If we transfer your information outside of the EU in this way, we will take steps to ensure that appropriate security measures are taken with the aim of ensuring that your privacy rights continue to be protected as outlined in this policy.

If you use our services while you are outside the EU, your information may be transferred outside the EU in order to provide you with those services.

### Review of this Policy

We keep this policy under regular review. This policy was last updated in May 2023.