

# Privacy Policy

Effective Date: January 2021

Please read this document carefully. If you do not understand or do not agree to be bound by this Privacy Notice, you must immediately cease using or accessing the Platform.

## 1. Overview.

This document describes our practices regarding the collection and processing of personal data through our Platform (defined below). My practices implement the following principles:

**Accountability.**

I am responsible for the protection of personal data entrusted to me.

**Transparency.**

I inform users about the collection and processing of their personal data, and use it fairly.

**Proportionality.**

I collect and use personal data for specific legitimate purposes. I collect what is needed to get my job done.

**Control.**

We offer users choices regarding the use of their personal data, and honor their preferences for contacting them.

**Security & Retention.**

I apply technical, physical and organizational measures to ensure an appropriate level of security for the personal data in my custody. I retain it as needed for its intended purposes.

**Third Parties.**

I carefully choose vendors, service providers and other third parties with whom we share personal data and require them to commit to standards that we consider adequate.

## 2. Introduction.

**DJ Andy Richardson's Service.**

DJ Andy Richardson's Service provides a suite of marketing automation services related to various forms of marketing and customer interaction, email marketing, storage capabilities, and lead analytics that relies on proprietary tools, technology and know-how (collectively, "Service"). The Service is provided to businesses or agencies ("Customers") pursuant to services agreement and subject to the payment of a fee for such Service. software applications, social media pages, and uses other means of interacting with individuals about the DJ Andy Richardson's Service, such as emails, newsletters, or phone calls, marketing events and participation at trade shows. All such methods of promotion and sale of the DJ Andy Richardson's Service are designated as the "Platform".

### 3. Definitions.

#### **For the purpose of this Privacy Notice.**

**“Customer”** means a business or individual(s) that is, has been, or is about to become a paying or trial customer of DJ Andy Richardson for the purpose of using the DJ Andy Richardson’s Services.

**“Visitor”** means an individual who visits the Platform, and who may be seeking information about the Service i provide.

**“Lead”** means a visitor who has expressed interest in our products or services, for example by filling out a form or providing a business card to request information, a white paper, or a demo of the Platform, or interacts with us in any manner about our Service, for example in emails, phone calls or through in person interaction.

**“Customer Representative”** means an individual who acts on behalf of a Customer, and who uses or interacts with DJ Andy Richardson or the Platform in such capacity.

### 4. Scope.

#### **DJ Andy Richardson platform.**

This Privacy Notice applies to the handling of personal data by DJ Andy Richardson that DJ Andy Richardson collects on or through its Platform and for its own purposes, when individual users interact when the Platform, for example by using the DJ Andy Richardson website, calling us, sending requests for information, or visiting our booth at trade shows.

#### **Customers’ Use of our Service is Not Subject to this Privacy Notice.**

This Privacy Notice does not apply to the collection or processing of personal data that occurs when our Customers use the Service for their own purposes. The collection and processing of personal data by our Customers when they use our Service is subject to the privacy policy of these Customers, as posted on their websites. We do not control the type of information that our Customers may choose to collect or manage using our Service. That information is owned by them, and it is used, disclosed, and processed by them, or on their behalf, in accordance to their instructions, and their own policies. We are not responsible for our Customers’ use of personal data that they collect using our Service.

#### **Third Party Services.**

This Privacy Notice also does not apply to any third-party website, service or social media button (“Third Party Service“) that may be linked to the Platform, such as links to an article or social networking buttons (for example, Facebook or Twitter). I have no control over, and are not responsible for, their data collection and/or handling practices. I encourage you to be aware when you leave my Platform. I also encourage you to read the privacy statements of these third-party Services. The inclusion of a link to a third party’s Service does not imply that I endorse any of the third party’s products, services or data handling practices; or that this Privacy Notice covers the third parties’ products, services or practices.

## 5. Updates and Changes to Privacy Notice.

Each time you access the Platform, the then-current version of this Privacy Notice will apply. I recommend that you periodically check this page and the date of the posted Privacy Notice, and review any changes since the last time you used the Platform.

I will review and update this Privacy Notice periodically in response to changing legal, technical, market, and business developments. When I update this Privacy Notice, we will note the date of its most recent revision above. I will take appropriate measures to inform all users in a manner that is consistent with the significance of the changes we make, and is in accordance with applicable law.

Your continued access to or use of the Platform after I have posted changes to this Privacy Notice on this page as set forth above, and have otherwise complied with the applicable laws regarding changes in the notice, will indicate that you agree to be bound by such changes.

If you do not agree with such changes, you should cease accessing or using the Platform and seek the deletion of your information by contracting use as described below. In some cases, your actual consent will be required, and in this case this paragraph will have no effect.

## 6. Information Collection Practices.

I collect a variety of information as listed below as needed to operate a business, and for the legitimate interest of a business, including for marketing purposes, to the extent permitted by applicable law. My website and other publicly facing services and applications are primarily intended for interaction in the business environment. My information collection practices are focused on the business context, and the careful and limited identification of leads and prospects for my sales efforts.

These data include:

### Log Data

When a user uses, or interacts with our Platform, or clicks on a link that directs the user to my Platform, the user's browser automatically provides, and I automatically collect and store, certain information about the user's device (computer, tablet, smartphone) and the user's activities. This includes:

- Preferences and settings: time zone, language, and character size.
- Identifiers: IP address
- Technical information: type of device, operating system name and version, device manufacturer, browser information (type, version), screen resolution.
- Coarse geographic information: geographic location derived from the IP address. I collect this data for the proper operation of my Platform. Until the user becomes a "lead" this data cannot be linked to a specific individual.

### Traffic Data.

Data generated by the use of the Platform also include:

- Information about use of the Platform: date stamp, URL of the visited page, URL of the last webpage visited before visiting our Platform or a website using our Platform. URL of the last webpage visited before visiting our Service.

- History of interaction with my webpages: pages viewed, time spent on a page, click through, clickstream data; queries made, search history, search results selected; comments made, type of service requested, purchases made.  
I collect this data to understand how my Platform is used and to create statistics on the use of my Platform. Until the user becomes a “lead” this data cannot be linked to a specific individual.

### **Lead Data.**

If a visitor interacts with me, for example, to inquire about a product or service, the visitor becomes a lead. In these cases, i will collect information provided to me through the form or questionnaire used to make the request, or the contact or other information provided at a trade show or industry event. The information is provided directly and voluntarily by the individual. Depending on the circumstances, the information may include:

- First and Last Name
- Name of the business
- Email address(s)
- Street address, town/city, county, province, and/or country
- Telephone number(s)
- Website URL
- Social Media Handles
- Mobile Number(s)  
I collect this data for sales and marketing purposes to allow myself to respond to a request from a lead so that we may provide information about our Service.

### **Customer Representative Data.**

When a Customer has purchased my Service. I create a contract on my Platform, in the name(s) of the Customer:

- First and Last Name(s)
- Name of the company for which the Service is purchased (if applicable)
- Email address(s)
- Street address, town/city, county, province, and/or country
- Telephone number(s)
- Website URL  
It may also include, at the individual’s option
- Social Media Handles

- Mobile Number(s)

Only the minimum amount of information necessary to operate or manage the account is mandatory. The Customer Representative may elect to provide additional information, which we may use to enhance the Service, for example by offering access to social media accounts through the Service.

#### **Information the User Makes Public.**

The Platform contains features that allow certain users to upload, post, transmit, display, perform, or distribute content, or other information, including their Personal data. Any information that the user chooses to disclose by means of such features may become public information.

DJ Andy Richardson is unable to exercise control over this information once the user has made it public. You should exercise caution when deciding to disclose your Personal data by means of such features, and you are solely responsible for any uses or misuse of such information.

#### **Publicly Available Information.**

I supplement information that we receive directly from the user or the user's equipment with additional information that is available from public sources, in public records, or other publicly available databases or from information that the user has made public, for example, in tweets or Facebook posts.

#### **Payment Information**

When a Customer pays for the Service, I collect the method of payment, date and amount of the payment. When you make a payment, you agree to terms of my payment processor.

In the case of an ongoing relationship, I retain information about the Customer's payment history as necessary for the administration of the Customer account.

#### **Communication from Users.**

When a visitor or lead completes an online form, visits my website or other areas of my Platform (for example on social media), or when a user otherwise contacts me, by email, phone or text, I automatically collect and store certain information about that user and the user's activities, as I receive from such user, for example:

- The user's name(s) and contact information.
- Information that the user provides to me.
- The user's company information, if any.
- The nature of the communication.
- The purpose of the interaction, and the action I took in response to the user's inquiry or request.
- Any action the user takes upon receipt of such communication (for example, whether the user registers to attend an event that I offer, or request to receive documentation).  
The information collected in connection with each type of interaction is retained so that DJ Andy Richardson and each user can continue interaction with the requestor for marketing and sales purpose and the promotion of my Service.

### **Communications to Users.**

Unless I'm prohibited by applicable law from using cookies and a user has not otherwise consented to my use of cookies, I insert cookies in some of our correspondence with users.

In that case, when I send an email message to a user, my message contains images or links, which when viewed or clicked, will register an event that allow me to know whether the user has accessed or declined to open my message. This action may also store a cookie which will allow me to count unique clicks or visits and potentially track the recipient.

This information is needed for my legitimate business purposes, because it helps me understand how the individual reacts to my communications and limit the amount and nature of information provided. I believe that such means are fair, lawful, and proportional to the legitimate interest and needs of the business, and that my methodology fairly addresses each user's legitimate rights and expectations in view of the context and purpose for the collection and use of the information collected.

The information is collected in connection with my marketing efforts and is retained so that I can continue or elect to stop interaction with the lead.

I do not want to intrude in your busy life or waste your time. If at any time you wish that I cease to communicate with you, please contact me as indicated in the "How to Contact Me" section.

### **Surveys and Contests.**

From time-to-time, I invite users to participate in surveys or contests. Participation is voluntary. These surveys are organized for the purposes of my marketing efforts. When a user participates, I request certain personal data such as name and email address. This is necessary to ensure that responses are categorized properly and are not duplicated

Depending on the nature of the survey or contents, I also use this information to send the survey results to the participants, or, if applicable, to notify contest winners and award prizes.

I use the information obtained from these surveys and contests in aggregate form, for analytics purposes, to understand my market, to monitor site traffic or app usage, or to modify the Platform or the Service to meet the needs or interests of users.

### **Social Media.**

My Platform offers integrations with third-party social media platforms like Facebook, Twitter, Instagram, and LinkedIn. These services collect your IP address and which page you are visiting on my Platform. They may set a cookie to enable their features to function properly. Social media features and widgets are hosted by a third party or directly on my website. Your interactions with these features are governed by the privacy policy of the company providing the feature.

Your use of these services is optional. If you elect to use them, you will be deemed to have expressly consented to the collection of personal data by these services according to their terms.

### **Information I Obtain from Third Parties.**

I receive information from third party data providers including directories. In some cases, such as LinkedIn, the information has manifestly been made public by the individuals who posted their profile on LinkedIn, and I assume that the individuals no longer have a

privacy interest in such information, and it can be used for the legitimate interest in learning about potential Customers.

### **Email Accounts.**

Users may opt-in to use features of the Platform which regularly collect and store the contents of emails from their email accounts, which are hosted by third-party email service providers. This is done for the purpose of providing advanced features of the Platform and is only done at the user's express direction.

In order to provide these features, the Platform must authenticate with the user's third-party email accounts.

Access to email account authentication tokens and credentials (where applicable), the keys to decrypt this data, and user email content, is limited to only persons who need access to support and develop the Platform and only within the scope of their job responsibilities. The user's authentication tokens or credentials, and email data, is never shared with third-parties.

For users who authorize and use OAuth with their Gmail account through Google, the use of data obtained through the Platform will comply with Google's additional Restricted Scopes requirements that are listed in the Google API Services: User Data Policy. The details of this policy can be found at: <https://developers.google.com/terms/api-services-user-data-policy#additional-requirements-for-specific-api-scopes>. As this policy is subject to change based on the needs of Google, it is recommended that users regularly check on updates to the policy at the above attached web address.

## **7. How Information is Collected.**

The information is collected through several different means described below. I believe that such means are fair, lawful, and proportional to the legitimate interest and needs of the business, and that our methodology fairly addresses each user's legitimate rights and expectations in view of the context and purpose for the collection and use of the information collected.

However, please be assured that I do not want to intrude in your busy life or waste your time. If at any time you wish that we cease any form of collection or processing of information about you, please contact us as indicated in the "How to Contact Me" section.

### **Information Provided by the User's Device.**

Some information is provided automatically by the user's device or browser. This includes, for example, browser and device version information.

#### **Direct Contact by the User**

Some information is provided directly by the user. This includes, for example, information provided by a user:

- When requesting information about one of our products or services.
- By completing a questionnaire, a form or a survey.
- When placing a call to us and requesting assistance from me.
- By visiting with us at an industry event.
- By requesting a copy of a newsletter or white paper.

- When subscribing to marketing communications.
- When requesting support.
- During phone calls

#### **User's Activity on a Third-Party Site.**

When a lead uses a third-party website that has integrated DJ Andy Richardson forms or tracking code, the information submitted on these forms, and the pages visited on these websites, can't be recorded by my Platform.

#### **Social Media.**

When a social media account is connected to a user's account on my Platform, I ask the user's permission to access certain information about the user's social media account, activities and friends. Social media sites make information available to all apps through their APIs, such as friend lists. The information I receive depends on what information the user or the social media site decides to share.

#### **Public Sources.**

Some information is obtained from public records and publicly available databases.

#### **Third Parties**

Some information is provided by joint marketing partners and third-party providers who have confirmed that they have the right to share such information.

## 8. Cookies, Pixel Tags and Other Technologies.

Some information is collected through cookies. Cookies, pixel tags and other tracking technologies are used on my Platform to ensure that it functions properly and to give users a more personalized experience. Cookies can be "first party cookies" (served by us) or "third parties cookies" (served by others).

For additional information about our use of cookies and other similar tracking technologies, please see our [Cookie Policy](#).

I, our service providers, and any ad networks who help me deliver relevant ads to users may use cookies, pixel tags (also known as web beacons and clear, or transparent GIFs), and other similar technologies to measure and track general user activities on my site, and on third party websites.

In some countries, I'm not permitted to send cookies other than necessary cookies to the browser of a user without the prior consent of the affected user. In this case, I will seek such consent. The remainder of this section assumes that either the use of cookies is not restricted by applicable law, or if it is restricted, that the individual has explicitly consent to the use of cookies.

Information provided by these cookies are essential to help me provide our Platform in a manner that it adapted to each user's specific needs, for example, to allow identifying the country where the user is located, so that I can present our website in the appropriate language.

I believe that such means are fair, lawful, and proportional to the legitimate interest and needs of our business, and that our methodology fairly addresses each user's legitimate rights and expectations in view of the context and purpose for the collection and use of the information collected.



Third-party analytics services, including Google Analytics provided by Google Inc. (“Google”) and Pendo use cookies and similar technologies to analyze how visitors use our Platform and for compiling statistical reports.

## 9. Information Use and Disclosure.

I use the data collected for the legitimate interest of my business as follows:

### **Aggregated Data.**

I use traffic data in aggregated form to better understand the interests and needs of my visitors and leads, and how they are using my Platform. By identifying patterns and trends in usage, I am able to better design the Platform and marketing material to serve more relevant and useful content.

I use log data and demographic data in aggregated form to better understand the needs or interests of our visitors which helps us to create more appropriate marketing material and better tailored communication.

### **Social Media.**

When we are permitted to do so, I use Third Party Social Media Account Data in accordance with this Privacy Notice and the privacy policies of third party social media companies, such as Facebook and Twitter to understand how DJ Andy Richardson is being discussed online, and to engage with customers, leads or potential customers on social media.

As part of my Marketing Efforts

I use Contact Data that a visitor or lead has provided to provide requested information concerning the Platform or the Service in response to the request.

As part of my Sales Effort

I keep a record of our interaction with visitors, leads, and Customer Representatives, and of their requests to:

- Keep records of contact information and correspondence.
- Send relevant marketing information and market research surveys.
- Communicate with the user about our activities.
- Send invitations to events that may be of interest to the user in accordance with the user’s preferences or apparent interests.
- Share content, through social media services, e.g., Facebook and/or Twitter.  
To Interact with Customers  
I use Contact Data that a Customer Representative has provided to respond to:
  - A request for assistance (for example a request for support).
  - Provide requested information concerning their account.  
Provide or Facilitate the Use of the Platform  
I use information about a user to:
    - Provide the products, services, or documents requested by the site users.
    - Fulfil purchases of my services.

- Respond to users' requests, or respond to comments or questions.
- Provide service and support to Customer Representatives.
- Diagnose server problems and administer the Platform or the Service.
- Follow up with Customer Representatives and help resolve issues internally or with our third-party partners.  
I use information about a user's device to ensure that my Platform functions properly and is optimized for that user's device.

#### **For Financial and Accounting.**

I use financial data provided by a lead during the sales process to verify their qualifications for certain features of the Platform and, after the lead becomes a Customer Representative, to bill the Customer as applicable.

#### **For our Business Operations.**

- To send administrative information to the user.
- To respond to our users' preferences or interests or expedite the processing and completion of a transaction.
- To Administer my Platform, diagnose technical problems, and manage the business.
- To Facilitate the user's use of the Platform.
- Allow the user to navigate or browse through my Platform quickly and efficiently.  
To Adapt my Website and Apps to the User's Needs
- To remember the user's preference, such as language or font size.

#### **For Security Purposes.**

I use information about my Customer Representatives, and in some cases visitors, to perform data analysis, audits, security and fraud monitoring and prevention; enhance, improve, or modify our Platform or Service.

I use IP Addresses for administration and security purposes, such as calculating usage levels of our Platform or Service, help diagnose server problems, and detect fraud, spam or other disruptive or destructive behaviour.

#### **For Statistical and Research Purposes.**

I use aggregated Traffic Data and information gathered using cookies, to create reports on trends in the usage of the Platform or Service and to determine the effectiveness of our promotional campaigns.

We study collected information in aggregated and anonymized format to determine our users' needs, promote certain products or services, or additional support to optimize our marketing and ad targeting efforts. For example, I may compile statistics on the percentage of my users country who have a specific interest or purpose, or to design advertisements or to develop new features that appear on my Platform.

## 10. Sharing with Third Parties.

Except as described below, DJ Andy Richardson will not share or disclose a user's personal data with third parties. I believe that such practices are fair, lawful, and proportional to the legitimate interest and needs of the business, and that my practices fairly address each user's legitimate rights and expectations in view of the context and purpose for the collection and use of the information collected, are not intrusive or contrary to users' legitimate rights.

I do not want to intrude in your busy life or waste your time. If at any time you wish that we cease any activity that affects you, please contact us as indicated in the "How to Contact Me" section.

### **Disclosure to Marketing Partners.**

When general laws allow us to do so, I use any Personal data to better understand the demographics of my target audiences, and to support my marketing data products and services.

When this is not prohibited by applicable laws, I also provide personal information to partner firms which may include third-party marketing companies, affiliates, advertising agencies, and data aggregation companies. These partner firms use this information to determine the interest levels of leads on products and services in accordance with this Privacy Notice.

In countries where such activities are not permitted without the prior explicit consent of the individuals, I'll refrain from conducting these activities.

For clarity, I do not share or disclose personally identifiable information (PII) to partner firms.

### **Service Providers.**

I share information with other suppliers, subcontractors, and other third parties who provide services to myself (collectively "service providers") in connection with advertising, hosting, data analytics, information technology and infrastructure, order fulfillment, email delivery, auditing, and other related activities.

My service providers are given only the information they need to perform their designated functions. My contracts with each service provider prohibits them from using or sharing with others, the information that I provide to them, or that they collect directly from the users for other purposes than as directed by myself.

### **Analytics.**

I use automated devices and applications, such as Google Analytics, to evaluate use of my Platform. Analytics service providers use cookies and other tracking technologies to perform their services. For more details, please review the "Cookies" section.

### **Social Media Networks.**

The Platform includes links to third-party websites and social media networks ("Third Party Services") where a user is able to post or share comments, reviews or other information for example, forwarding an article, tweeting about a sale, or clicking on a Facebook button. To do so, you must connect with your Third-Party Service account (for example, your Facebook account). In such case, you authorize DJ Andy Richardson to share information with Facebook, and you agree that the use of the information I share with Facebook will be governed by the Facebook privacy policy.

Please note that the information or comments that are posted on DJ Andy Richardson may be collected and shared by these Third-Party Services, and your information or comments that are posted or disclosed through these Third-Party Services may become available to DJ Andy Richardson, or the public.

**Events.**

Some of my events may be organized and hosted through a service provider, or in cooperation with unaffiliated organizations. These entities may require attendees to these events to provide information such as name(s), email address(s), and/or phone number(s) as part of the registration process. I can't control their collection or use of this information. I strongly encourage you to read the privacy statements of these third parties because they control how such entities handle the information that you provide at the time of registration.

**Trade shows, including Wedding fairs.**

I participate in trade shows that are organized by third parties. These entities may require attendees to these events to provide information such as name(s), email address(s), and/or phone number(s) as part of the registration process. I cannot control their collection or use of this information. I strongly encourage you to read the privacy statements of these third parties because they control how such entities handle the information that you provide at the time of completing their registration process. If a user visits my stand at a trade shows, and provides me with contact information or a business card, I'll assume that the user intends to establish a commercial relationship with me, and invites me to provide marketing documentation or interact with that user for the purpose of discussing my Service.

**Affiliates Entities.**

I share information with entities that are under common ownership or control of any parent company ("Affiliates"). Subject to local requirements, this information may be used to provide services offered by any Affiliates and for the purposes described in this Privacy Notice. Affiliates may share information about users for direct marketing purposes, but only in accordance with each user's choices or preferences.

**Payment Processing.**

I work with a payment processing company to process credit card payments. If you make any payment to me, my payment processing provider will store on our behalf your full name and credit card details.

**Fraud Prevention and Protection of Legal Rights.**

I may use and disclose information to the appropriate legal, judicial or law enforcement authorities and any advisors and/or investigators when (i) I believe, in my sole discretion, that disclosure is necessary to investigate, prevent, or respond to suspected illegal or fraudulent activity or to protect the safety, rights, or property of DJ Andy Richardson, clients, or others; (ii) A user has abused the Platform or Service or gained unauthorized access to any system, engaged in spamming, denial of service attacks, or similar attack; (iii) To exercise or protect legal rights or defend against legal claims; (iv) To allow me to pursue available remedies or limit the damages that I may sustain.

**Law enforcement.**

I may have to disclose user information if a court, law enforcement, other public or government authority with appropriate jurisdiction requests that I provide that clients information, and such request is made using the method required by law in the applicable jurisdiction, such as a search warrant, subpoena, or a court order, and I believe that such request is valid.

**Government Data Request Transparency.**

DJ Andy Richardson strives to advocate for personal privacy, and will always ensure that I meet the legal, security, and privacy obligations of my partners, customers, users, and potential Data Subjects who interact with my platform.

### **Corporate Reorganization.**

I may transfer users' information to a third party in case of the reorganization, sale, merger, joint venture, assignment, transfer or other disposition of all or any portion of our business, asset or stocks, including in the event of bankruptcy or corporate restructuring. Except as otherwise provided by a bankruptcy, or other court, the use and disclosure of all transferred user information will be subject to the policies described in this Privacy Notice. Any information that a user submits or that is collected after that transfer may be subject to a new privacy policy adopted by the successor entity.

## 11. Security.

### **Security of Personal Data.**

I use commercially reasonable technical, organizational, and administrative safeguards to protect information within my control against unauthorized or unlawful access, use, modification, destruction, processing or disclosure, and against accidental loss, destruction, or damage. I believe that these measures are reasonably adapted to the nature of the information in my custody.

I limit access to our users' personal data to only those, and third parties who reasonably need access to it to perform the activities attached to their job responsibilities.

However, due to the realities of data security, no security system or storage system can be guaranteed to be 100% effective or secure. Thus, I cannot guarantee that any information provided to myself or collected by myself will not be accessed, hacked, disclosed, altered, or destroyed by unauthorized parties.

### **Breach of Security.**

In the event that I become aware of a security breach which I believe has resulted, or may result, in the unauthorized access, use, or disclosure of non-public personal information of clients, I'll promptly investigate the matter and notify the applicable parties of such breach. Such investigation will be without delay, consistent with (i) The legitimate needs of law enforcement; (ii) Measures necessary to determine the scope of the breach; (iii) Efforts to identify the individuals affected; and (iv) Steps to restore the reasonable integrity of my Platform.

If you have reason to believe that your interaction with us is no longer secure (for example, if you feel that the security of any account you might have with us might have been compromised), or if you suspect someone else is using your account, please let us know immediately by contacting us as indicated in the "How to Contact Me" section.

### **Lost or Stolen Information.**

You must promptly notify me if your credit, bank, other financial institution information, username, or password is lost, stolen, or used without permission. In such an event, we will assist you in updating your account details.

## 12. Data Retention.

I will retain personal data we collect from you where we have justifiable business need to do so, and/or for as long as it is needed to fulfil the purposes outlined in this Privacy Notice, unless a longer retention period is required by law. You can request deletion of your personal data at any time, and I'll consider your request in accordance with applicable laws. When I have no justifiable business need to process your personal data, I'll either delete it or anonymize it, or if it not possible (for example, because your personal data has been stored in backup archives), I'll securely store your personal data and isolate it from any further processing until deletion is possible.

## 13. Advertising Cookies.

### **Cookies.**

You may choose to block my Platform and other sites from setting cookies by changing the settings of your browser. Please note that blocking or disabling certain cookies may interfere with certain functionalities of some parts of my Platform.

To learn more about cookies, you may wish to refer to.

All About Cookies: <http://www.allaboutcookies.org/>

Cookie Central: <http://www.cookiecentral.com/faq/>

Network Advertising: <http://networkadvertising.org/>

To obtain information specific a particular browser you can refer to

Edge: <https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy>

Explorer: <https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies>

Firefox: <http://support.mozilla.org/en-US/kb/Cookies>

Google Chrome: <http://support.google.com/chrome/bin/answer.py?hl=en&answer=95647>

Opera: <https://www.opera.com/help/tutorials/security/privacy/>

Safari: <http://support.apple.com/kb/ph5042>

Safari iOS: <http://support.apple.com/kb/ht1677>

Android

(Chrome): <https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DAndroid>

Windows 10 Mobile (Edge): <https://support.microsoft.com/en-us/help/10609/microsoft-edge-windows-10-mobile-view-delete-browser-history>

### **Interest-based Advertising.**

I use information collected about a user's use of our Platform to arrange for advertisements about my Service to be served to a user on third-party websites in accordance with my e-Marketing Policy. To do so, my advertising service provider places or recognizes a unique cookie on the user's browser and uses other techniques, such as pixel tags.

If you would like more information about this practice and to learn about your choices, please visit

<http://www.aboutads.info> or <http://www.networkadvertising.org>.

### **Opt-out of Interest-based Advertising.**

You may opt-out of receiving interest-based advertising as explained below. The opt-out may be provided through specific opt-out cookies. Please note that using a new computer, using a different browser, upgrading certain browsers, or modifying or erasing a browser's cookie file, may clear an opt-out cookie.

Please note that opting out of receiving interest-based advertising does not result in block all advertisements served to your equipment. You will continue receiving advertisements; these advertisements will be generic or based on the content of a webpage that you are visiting, instead of being targeted to your specific interests.

Please bear in mind that there are many more companies listed on these sites than those that place cookies on your device when you access our Platform.

To Control Advertising on Websites

Digital Advertising Alliance:

All About Cookies: <http://www.aboutads.info/choices/>

Cookie Central: <http://www.aboutads.info>

Network Advertising: <http://www.aboutads.info/consumers>

Europe: <http://youronlinechoices.eu>

Network Advertising Initiative:

<http://www.networkadvertising.org/choices/>

<http://www.networkadvertising.org>

<http://www.aboutads.info/consumers>

World Privacy Forum:

<http://www.worldprivacyforum.org/cookieoptout.html>

Interactive Advertising Bureau (IAB)

<http://www.iab.net>

To Control Advertising on Mobile Applications

Users of mobile device who do not want to receive interest-based advertising may opt-out in several ways.

Ad Choices for Mobile devices: <http://www.aboutads.info/appchoices> (it is necessary to first download the AppChoices app from <http://www.aboutads.info/appchoices>).

To end all targeting on a mobile device immediately, turn on "Limit Ad Tracking" in the device settings.

To limit Ad Tracking on an Apple device: <https://support.apple.com/en-us/HT202074>.

To limit Ad Tracking on an Android

device: <https://support.google.com/ads/answer/2662922>.

Google Analytics

Information collected by the Google Analytics cookie is transmitted to, and stored by, Google in accordance with its privacy practices.

To see an overview of privacy at Google and how this applies to Google Analytics, please visit:

Ad Choices for Mobile devices: <https://support.google.com/analytics/answer/6004245>.

Social Media

You can edit or remove the permissions you have granted to DJ Andy Richardson to use information from your connected social media accounts by using the application privacy settings on your social media account. See the following for instructions on how to change or remove third party access on each platform:

Twitter: <https://help.twitter.com/en/managing-your-account/connect-or-revoke-access-to-third-party-apps>.

Facebook: <https://www.facebook.com/help/262314300536014/>.

LinkedIn: <https://www.linkedin.com/pulse/remove-third-party-apps-connected-your-linkedin-hector-rodriguez>.

### **Electronic Communications.**

Please also note that if you do opt out of receiving commercial electronic communications from me, we may still send you important administrative messages (such as updates about your account or service changes), and you cannot opt out from receiving these messages.

## **14. Right of Information, Access and Other Rights.**

Accessing, Correcting or Deleting Your Information

You can also contact me as indicated in the "How to Contact Me" section.

I may need to retain certain information for mandatory record keeping purposes and/or to complete any transactions that you began prior to your request. Residual information may remain within our databases and other records, but it will no longer be tied to your identity. I want each clients Information to be complete and accurate. To confirm the completeness and accuracy of, or make changes to, their Personal data, clients are encouraged to send updates to personal details.

## 15. EU/EEA Residents: Data Subject Rights under the GDPR.

The EU General Data Protection Regulation (GDPR) grants individuals who are in the United Kingdom, the European Union and European Economic Area (EU/EEA) the following rights, with some limitations. Users may contact me, at the address provided in the “How to Contact Me” section below, to exercise any of those rights and we will respond with the requested action or information, or will let you know why that right does not apply to you.

### **Right Not to Provide Consent or to Withdraw Consent.**

I may seek to rely on your consent in order to process certain personal data. Where I do so, you have the right not to provide your consent, and the right to withdraw your consent at any time. If you withdraw your consent, this will not affect the lawfulness of the processing conducted based on consent before its withdraw.

### **Right of Access.**

You have the right to obtain confirmation as to whether or not I collect or process personal data concerning you and, if this is the case, you have the right to request a copy of such personal data in digital format.

### **Right of Rectification.**

You have the right to require that I correct any inaccurate personal data concerning you, and that we complete incomplete personal data.

### **Right of Erasure.**

In certain circumstances, you have the right to request that I erase personal data concerning you; for example, if it is no longer necessary for the purposes for which it was originally collected.

### **Right to Restrict Processing.**

In certain circumstances, you have the right to request that I restrict the processing of the personal data that we have collected about you; for example, where you believe that the personal data that hold about you is not accurate or lawfully held.

### **Right to Data Portability.**

In certain circumstances, you have the right to receive the personal data concerning you that you have provided me in a structured, commonly used, machine readable format, and the right to obtain that I transmit the data to another entity where technically feasible.

### **Right to Object to the Processing.**

In certain circumstances, you have the right to request that I stop processing your personal data.

### **Right to Object to the Processing for Direct Marketing Purposes.**

You have the right to request that I stop sending you marketing communications.

### **Right Not to be Subject to Decisions Based Solely on Automated Processing that Produce Legal Effects.**

In certain circumstances, you have the right no to be subject to a decision based solely on automated processing – including profiling – that produces legal effects or similarly affects you.

### **Right to Complain to a Supervisory Authority.**

You have the right to lodge complaint with a supervisory authority if you believe that my processing of personal data relating to you infringes the GDPR.



## 16. Children's Privacy.

My Platform is not directed to individuals under the age of 18. I do not solicit or knowingly collect Personal data from such individuals. If you become aware that a child has provided me with any personal data, please contact me as indicated in the "How to Contact Me" section below. If we obtain actual knowledge that I have collected Personal data from a child under the age of 18, I'll take immediate steps to delete such information from my database.

## 17. How to Contact Me.

In General, I'd love to hear your questions, concerns, and feedback about this Notice. You can contact me:

By email at: [mail@djandyrichardson.co.uk](mailto:mail@djandyrichardson.co.uk)

By phone at: (+44) 07776499977

My social media at: [www.facebook.com/DJAndyRichardson](https://www.facebook.com/DJAndyRichardson)

Please note that email and social media communications are not always secure; so please do not include credit card information or sensitive information.

For your protection, I may only implement requests with respect to the personal data associated with the particular email address that you use to send me your request.

In addition, please note that, depending on the nature of your inquiry, request or complaint, I may need to verify your identity before implementing your request and may require proof of identity, such as in the form of a government issued ID and proof of geographical address.

I'll try to comply with your request as soon as reasonably practicable. However, I do reserve the right to refuse to act on a request that is manifestly unfounded or excessive (for example because it is repetitive) and/or, in some cases, to charge a fee that takes into account the administrative costs for providing the information or the communication or taking the action requested.

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