

# Privacy Policy

This privacy policy applies between you, the user of this website and Be-ond Ltd, the owner and provider of this website. This policy applies to our use of data collected by us or provided by you in relation to the use of the website.

## Definitions and Interpretation

1) In this privacy policy, the following definitions are used:

<b>Data</b>	Collectively all information that you submit to Be-ond Ltd via the website. This definition incorporates, where applicable, the definition provided in the Data Protection Laws
<b>Cookies</b>	A small text file placed on your computer by this website when you visit certain parts of the website and/or when you use certain features of the website. Details of cookies used by this website are set out in the clause below (cookies)
<b>Data Protection Laws</b>	Any applicable law relating to the processing of personal data, including but not limited to the Directive 96/46/EC (Data Protection Directive) or the GDPR, and any national implementing laws, regulations and secondary legislation, for as long as the GDPR is effective in the UK
<b>GDPR</b>	The General Data Protection Regulation (EU) 2016/679
<b>Be-ond Ltd we or us</b>	Be-ond Ltd, a company incorporated in England and Wales with registered number 12277062 whose registered office is at 71-75 Shelton Street, Covent Garden, London, WC2H 9JQ
<b>UK and EU Cookie Law</b>	The Privacy and Electronic Communications 9EC Directive) Regulations 2003 as amended by the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2011
<b>User or you</b>	Any third party that accesses the website and is not either (i) employed by Be-ond Ltd and acting in the course of their employment or (ii) engaged as a consultant or otherwise providing services to Be-ond Ltd and accessing the website in connection with the provision of such services
<b>Website</b>	The website that you are currently using <a href="http://www.be-ond.co.uk">www.be-ond.co.uk</a> , and any sub-domains of this site unless expressly excluded by their own terms and conditions

2) In this privacy policy, unless the context requires a different interpretation:

- a) The singular includes the plural and vice versa
- b) Refers to the sub-clauses, clauses, schedules or appendices are to sub-clauses, clauses, schedules or appendices of this privacy policy

- c) A reference to a person includes firms, companies, government entities, trusts and partnerships
- d) Including is understood to mean 'including without limitation'
- e) Reference to any statutory provision includes any modification or amendment of it
- f) The headings and sub-headings do not form part of this privacy policy

### **Scope of this privacy policy**

- 3) This privacy policy applies only to the actions of Be-ond Ltd and Users with respect to this website. It does not extend to any websites that can be accessed from this website including, but not limited to, any links we may provide to social media websites.
- 4) For the purpose of the applicable Data Protection Laws, Be-ond Ltd is the 'data controller' This means that Be-ond Ltd determines the purpose for which, and the manner in which, your data is processed.

### **Data Collected**

- 5) We may collect the following data, which includes personal data, from you:
  - a) Name
  - b) Contact information such as email addresses and telephone numbers
  - c) Demographic information such as postcode, preferences and interests
  - d) Web browser type and version (automatically collected)
  - e) Comments or questions submitted by you, the user

In each case, in accordance with this privacy policy

### **How we collect Data**

- 6) We collect data in the following ways:
  - a) Data given to us by you, and
  - b) Data is collected automatically

### **Data that is given to us by you**

- 7) Be-ond Ltd will collect data in a number of ways, for example:
  - a) When you contact us through the website, by telephone, post, email or through any other means
  - b) When you use our services

In each case, in accordance with this privacy policy

## **Data that is collected automatically**

- 8) To the extent that you access the website, we will collect your data automatically, for example:
- a) We automatically collect some information about your visit to the website. This information helps us make improvements to website content and navigation, and includes your IP address, the date, times and frequency with which you access the website and the way you use and interact with its content
  - b) We will collect your data automatically via cookies, in line with the cookie settings on your browser. For more information about cookies and how we use them on the website, see the section below, headed 'cookies'

## **Our use of Data**

- 9) Any or all of the above data may be required by us from time to time in order to provide you with the best possible experience when using our website. Specifically, data may be used by us for the following reasons:
- a) Internal record keeping.
  - b) When you contact us on our website, as part of our contact process, we collect personal information you give us such as your name, telephone number and email address. Your personal information will be used specifically to respond to your contact request

In each case, in accordance with this privacy policy

## **Who we share Data with**

- 10) We may share your data with the following groups of people for the following reasons:
- a) Our employees, agents and/or professional advisors
  - b) Employees of Be-ond Ltd may answer questions or communications submitted by the user

In each case, in accordance with this privacy policy

## **Keeping Data secure**

- 11) Be-ond Ltd is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to sell our products and services to you. Your data is stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall

- 12) If you suspect any misuse or loss or unauthorized access to your data, please let us know immediately by contacting us via this email address: [yasmin.hurst@be-ond.co.uk](mailto:yasmin.hurst@be-ond.co.uk)
- 13) If you want detailed information from Get Safe Online on how to protect your information and your computers and devices against fraud, identity theft, viruses and many other online problems, please visit [www.getdafeonline.org](http://www.getdafeonline.org) Get Safe Online is supported by HM Government and leading businesses

### Data retention

- 14) Unless a longer retention period is required or permitted by law, we will only hold your data on our systems for the period necessary to fulfil the purpose outlined in this privacy policy or until you request that the data be deleted
- 15) Even if we delete your data, it may persist on backup or archival media for legal, tax or regulatory purposes

### Your rights

- 16) You have the following rights in relation to your data:
- a) **Right to access** – the right to request (i) copies of the information we hold about you at any time, or (ii) that we modify, update or delete such information. If we provide you with access to the information we hold about you, we will not charge you for this, unless your request is ‘manifestly unfounded or excessive’ Where we are legally permitted to do so, we may refuse your request. If we refuse your request, we will tell you the reasons why.
  - b) **Right to correct** – the right to have your data rectified if it is inaccurate or incomplete
  - c) **Right to erase** – the right to request that we delete or remove your data from our systems
  - d) **Right to restrict our use of your data** – the right to block us from using your data or limit the way in which we can use it
  - e) **Right to data portability** – the right to request that we move copy or transfer your data
  - f) **Right to object** – the right to object to the use of your data
- 17) To make enquiries, exercise any of your rights set out above, or withdraw your consent to the processing of your data (where consent is our legal basis for processing your data), please contact us via this email address: [yasmin.hurst@be-ond.co.uk](mailto:yasmin.hurst@be-ond.co.uk)
- 18) If you are not satisfied with the way a complaint you make in relation to your data is handled by us, you may be able to refer your complaint to the relevant data protection

authority. For the UK, this is the Information Commissioner's Office (ICO). The ICO's contact details can be found on their website at [www.ico.org.uk](http://www.ico.org.uk)

19) It is important that the data we hold about you is accurate and current. Please keep us informed if your data changes during the period for which we hold it

### **Links to other websites**

20) This website may, from time to time, provide links to other websites. We have no control over such websites and are not responsible for the content of these websites. This privacy policy does not extend to your use of such websites. You are advised to read the privacy policy or statement of other websites prior to use of them

### **Changes of business ownership and control**

21) Be-ond Ltd may, from time to time, expand or reduce our business and this may involve the sale and/or the transfer of control of all or part of Be-ond Ltd. Data provided by users will, where it is relevant to any part of our business so transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this privacy policy, be permitted to use the data for the purposes for which it was originally supplied to us

22) We may also disclose data to a prospective purchaser or our business or any part of it

23) In the above instances, we will take steps with the aim of ensuring your privacy is protected

### **Cookies**

24) This website may place and access certain cookies on your computer. Be-ond Ltd use cookies to improve your experience of using the website and to improve our range of services. Be-ond Ltd has carefully chosen these cookies and has taken steps to ensure that your privacy is protected and respected at all times

25) All cookies used by this website are used in accordance with current UK and EU cookie law

26) Before the website places cookies on your computer, you will be presented with a message bar requesting your consent to the placing of cookies. By giving your consent to the placing of cookies and continuing to use the website, you are enabling Be-ond Ltd to provide a better experience and service to you. You may, if you wish, leave the site without accepting consent or follow the link to delete cookies from your computer

27) This website may place the following cookies:

<b>Type of Cookie</b>	<b>Purpose</b>
Strictly necessary cookies	These cookies are required for the operation of our website. They include, for example, cookies that enable security features
Functionality cookies	These are used to recognise you when you return to our website. This enables us to personalise our content for you (for example, your choice of language or region)
Analytical cookies	These are used to track visitors to our site and the way in which you use the website. On this site we use google analytics

28) You can find a list of cookies we use in the cookies schedule

29) You can choose to enable or disable cookies in your internet browser. By default, most internet browsers accept cookies, but this can be changed. For further details please consult the help menu in your internet browser

30) You can choose to delete cookies at any time; however, you may lose any information that enables you to access the website more quickly and efficiently, including, but not limited to, personalised settings

31) It is recommended that you ensure that your internet browser is up-to-date and that you consult the help and guidance provided by the developer of your internet browser if you are unsure about adjusting your privacy settings

32) For more information generally on cookies, including how to disable them, please refer to [aboutcookies.org](http://aboutcookies.org). You will also find details on how to delete cookies from your computer

### **General**

33) You may not transfer any of your rights under this privacy policy to another person. We may transfer our rights under this privacy policy where we reasonably believe your rights will not be affected

34) If any court or competent authority finds that any provision of this privacy policy (or part of any provision) is invalid, illegal or unenforceable, that provision, or part provision will,

to the extent required, be deemed to be deleted, and the validity of the other provisions of this privacy policy will not be affected

- 35) Unless otherwise agreed, no delay, act or omission by a party in exercising any right or remedy will be deemed a waiver of that, or any other, right or remedy
- 36) This agreement will be governed by and interpreted according to the law of England and Wales. All disputes arising under the agreement will be subject to the exclusive jurisdiction of the English and Welsh courts

### Changes to this privacy policy

37) Be-ond Ltd reserves the right to change this privacy policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the website and you are deemed to have accepted the terms of the privacy policy on your first use of the website following the alterations

38) You may contact Be-ond Ltd by email at [yasmin.hurst@be-ond.co.uk](mailto:yasmin.hurst@be-ond.co.uk)

### Cookies

Below is a list of the cookies that we use. We have tried to ensure this is complete and up to date, but if you think we have missed a cookie or there is any discrepancy, please let us know.

#### Strictly Necessary

Description of Cookie	Purpose
Force Flash Site	When viewing a mobile site (old mobile under m.domain.com) it will force the server to display the non-mobile version and avoid redirecting to the mobile site
XSRF-TOKEN	Security
sm session	Identifies logged in site members
hs	Security

#### Functionality

Description of Cookie	Purpose
svSession	Identifies unique visitors and tracks a visitor's sessions on a site
SSR-caching	Indicates how a site was rendered

smSession	Identifies logged in site members
TS*	Security
TS01*****	Security
TSxxxxxxx (where x is replaced with a random series of numbers and letters)	Security
TSxxxxxxx_d (where x is replaced with a random series of numbers and letters)	Security

### Analytical

These cookies show us how you use the site and help us to improve features and performance.

We use [Google Analytics](#) on our website, these cookies are used to collect information about how visitors use our site and its content. We use the information to improve the site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited. Google has an [opt out feature](#) that you can use on your computer.