

Privacy Policy Notice

The policy: This privacy policy notice is served by Living Free Inspiration Ltd, 71 – 75 Shelton Street, Covent Garden, London WC2H 9JQ under the website; www.livingfreeinspiration.com. The purpose of this policy is to explain to you how we control, process, handle and protect your personal information through the business and while you browse or use this website. If you do not agree to the following policy you may wish to cease viewing / using this website, and or refrain from submitting your personal data to us.

Policy key definitions:

"I", "our", "us", or "we" refer to the business, Living Free Inspiration and the www.livingfreeinspiration.com website.

"you", "the user" refer to the person(s) using this website.

GDPR means General Data Protection Act.

PECR means Privacy & Electronic Communications Regulation.

ICO means Information Commissioner's Office.

Cookies mean small files stored on a user's computer or device.

Non-identifying information

When you visit our website, we may collect non-identifying information from you, such as your IP address, browser and operating system type, device type, referring URLs, access time, and your activity on our website.

Personal identifying information

We may ask you for personal information such as your name, address, email, telephone number and payment details. This data is necessary for us to provide a service to you. We only collect this information relevant to your usage, and only use this to help provide or improve this service. Under data protection laws we can only use your personal information for the purposes we have told you about, unless we consider that the new purpose is compatible with the purpose(s) which we told you about. If we want to use your personal information for a different purpose which we do not think is compatible with the purpose(s) which we told you about then we will contact you to explain this and what legal reason is in place to allow us to do this.

Processing of your personal data

Key principles of GDPR:

Our privacy policy embodies the following key principles; (a) Lawfulness, fairness and transparency, (b) Purpose limitation, (c) Data minimisation, (d) Accuracy, (e) Storage limitation, (f) Integrity and confidence, (g) Accountability.

Under the GDPR (General Data Protection Regulation) we control and / or process any personal information about you electronically.

We are only able to use your personal information for certain legal reasons set out in data protection law. There are legal reasons under data protection law other than those listed below, but in most cases, we will use your personal information for the following legal reasons:

- (a) **Contract Reason:** this is in order to perform our obligations to you under a contract we have entered into with you;
- (b) **Legitimate Interests Reason:** this is where the use of your personal information is necessary for our (or a third party's) legitimate interests, so long as that legitimate interest does not override your fundamental rights, freedoms or interests.
- (c) **Legal Obligation Reason:** this is where we have to use your personal information in order to perform a legal obligation by which we are bound; and
- (d) **Consent Reason:** this is where you have given us your consent to use your personal information for a specific reason or specific reasons.

We do not sell or trade any of the personal information which you have provided to us.

Management, analysis and storage of data

The personal data we collect from you, the visitor, or the user, is stored on servers located in the United Kingdom. We only share data with jurisdictions that have adequate protection laws in place. We only keep your personal data for as long as it is needed, or as otherwise required by law. We protect your data from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. However, no data transmission over the internet can be guaranteed to be completely secure, so we cannot give an absolute assurance that the information you provide to us will be absolutely safe.

3rd Party Services

We use third party vendors and hosting partners to provide the necessary hardware, software, networking, storage, and related technology required to run our services. You retain the rights to your data. We will never sell or share your data to any third parties, except in the limited circumstances described in this policy.

We may need to share your personal information with other organisations or people. These third-party organisations include but are not limited to: payment providers, government bodies and regulatory bodies, our advisors, our bankers and email platforms.

Third-party vendors will have their own privacy policies and are not governed by this one. Please visit the relevant websites should you wish to view their privacy policies.

Our third-party partners are as follows: Wix, Paypal, Stripe, Uteach, Godaddy.

Changes to our Policy

At our discretion, we reserve the right to make changes to our privacy policy. Generally speaking, we will inform registered users about these updates by updating our website to include a notice of such changes. Your continued use of www.livingfreeinspiration.com will be considered acceptance of those changes to this privacy policy.

Your legal rights and responsibilities

As our user, you have the right to be informed about how your personal data is used. You are entitled to know how we store, use, and process your information. Under GDPR you have a right to access, rectify, and erase any personal data about you. You can edit or delete any information on your account. You can request that we delete or stop collecting or processing any information related to you.

You can read more about your rights in details [here](#);

You also have the right to complain to the ICO [<https://ico.org.uk/>] if you feel there is a problem with the way we are handling your data.

We are registered with the ICO under the Data Protection Register, our registration number is: ZA684595.

Data Controller: Living Free Inspiration Ltd, Contact: Deborah Stonell
deborah@livingfreeinspiration.com

Internet cookies

We use cookies on this website to provide you with a better user experience. We do this by placing a small text file on your device / computer hard drive to track how you use the website, to record or log whether you have seen particular messages that we display, to keep you logged into the website where applicable, to display relevant adverts or content, referred you to a third-party website.

Some cookies are required to enjoy and use the full functionality of this website.

We use a cookie control system which allows you to accept the use of cookies, and control which cookies are saved to your device / computer. Some cookies will be saved for specific time periods, where others may last indefinitely. Your web browser should provide you with the controls to manage and delete cookies from your device, please see your web browser options.

Cookies that we use are;

Strictly necessary cookies

These cookies enable services you have specifically asked for. These cookies are essential in order to enable you to move around the Website and use its features, such as accessing secure areas of the Website.

Performance cookies

These cookies collect anonymous information on the pages visited. By using the Website, you agree that we can place these types of cookies on your device.

These cookies collect information about how visitors use the Website, for instance which pages visitors go to most often, and if they get error messages from web pages. These cookies don't collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. It is only used to improve how the Website works.

Functionality cookies

These cookies remember choices you make to improve your experience. By using the Website, you agree that we can place these types of cookies on your device.

These cookies allow the Website to remember choices you make (such as your user name, language or the region you are in) and provide enhanced, more

personal features. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customise. They may also be used to provide services you have asked for such as watching a video or commenting on a blog. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites.

Third party cookies

These cookies allow third parties to track the success of their application or customise the application for you. Because of how cookies work we cannot access these cookies, nor can the third parties access the data in cookies used on our site.

For example, if you choose to 'share' content through social networks you might be sent cookies from these websites. We don't control the setting of any third-party cookies, so please check those websites for more information about their cookies and how to manage them.

Data security and protection

We ensure the security of any personal information we hold by using secure data storage technologies and precise procedures in how we store, access and manage that information. Our methods meet the GDPR compliance requirement.

Sponsored links, affiliate tracking & commissions

Our website may contain adverts, sponsored and affiliate links on some pages. These are typically served through advertising partners or are self served through our own means. We only use trusted advertising partners who each have high standards of user privacy and security. However we do not control the actual adverts seen / displayed by our advertising partners. Our ad partners may collect data and use cookies for ad personalisation and measurement. Where ad preferences are requested as 'non-personalised' cookies may still be used for frequency capping, aggregated ad reporting and to combat fraud and abuse.

Clicking on any adverts, sponsored or affiliate links may track your actions by using a cookie saved to your device. You can read more about cookies on this website above. Your actions are usually recorded as a referral from our website by this cookie. In most cases we earn a very small commission from the advertiser or advertising partner, at no cost to you, whether you make a purchase on their website or not.

We use advertising partners in these ways to help generate an income from the website, which allows us to continue our work and provide you with the best overall experience and valued information.

If you have any concerns about this we suggest you do not click on any adverts, sponsored or affiliate links found throughout the website.

Email marketing messages & subscription

Under the GDPR we use the consent lawful basis for anyone subscribing to our newsletter, marketing mailing list or memberships, those that purchase from us or sign up to an event or webinar and those that become coaching clients. We only collect certain data about you, as detailed in the "Processing of your personal data" above. Any email marketing messages we send will either be internal via the Living Free Inspiration website or through an EMS, email marketing service provider. An EMS is a third-party service provider of software / applications that allows marketers to send out email marketing campaigns to a list of users.

Our third-party EMS provider is; Mailerlite.

Email marketing messages that we send may contain tracking beacons / tracked clickable links or similar server technologies in order to track subscriber activity within email marketing messages. Where used, such marketing messages may record a range of data such as; times, dates, I.P addresses, opens, clicks, forwards, geographic and demographic data. Such data, within its limitations will show the activity each subscriber made for that email campaign.

Any email marketing messages we send are in accordance with the GDPR and the PECR. We provide you with an easy method to withdraw your consent (unsubscribe) or manage your preferences / the information we hold about you at any time. See any marketing messages for instructions on how to unsubscribe or manage your preferences.

Fair & Transparent Privacy Explained

We have provided some explanations about user privacy and the way we use this website to help promote a transparent and honest user privacy methodology.