

PRIVACY POLICY

A FU⁺UREPLUS GUIDE

WHAT IS A PRIVACY POLICY?

A Privacy Policy is a **legal document** that discloses some or all of the ways a company gathers, uses, discloses, and manages a customer or client's data.

Personal information can be anything that can be used to identify an individual, including but not limited to the person's name, address, date of birth, marital status, contact information, ID issue and expiry date, financial records, credit information, medical history, travel information, and intention to acquire goods and services.

In addition to outlining how the company will use the information, a Privacy Policy also includes how an organisation will **meet its legal obligations**, and how those sharing their data can seek recourse should the company **fail to meet those responsibilities**.

YOUR POLICY



Things to consider

A Privacy Policy is one of the most **essential legal requirements** for any company that gathers or processes personal data.

In the UK, the **Data Protection Act 2018** controls how the personal information of individuals can be used by organisations. The Data Protection Act is the UK's implementation of the EU's **General Data Protection Regulation** (commonly known as GDPR)

Any organisation using personal data must follow strict rules known as 'data protection principles', which should be outlined in your Privacy Policy.

You must make sure that any information you gather or process is:

- Used fairly, lawfully and transparently
- Used for specified, explicit purposes
- Used in a way that is adequate, relevant and limited to only what is necessary
- Accurate and, where necessary, kept up to date
- Kept for no longer than is necessary
- Handled in a way that ensures appropriate security, including protection against unlawful or unauthorised processing, access, loss, destruction or damage

YOUR POLICY



Be advised that there is a stronger legal protections for more sensitive information such as:

- Race
- Ethnic background
- Political opinions
- Religious beliefs
- Trade union membership
- Genetics
- Biometrics (especially where used for identification)
- Health
- Sex life or orientation

There are also separate safeguards for personal data relating to criminal convictions and offences.

Consumers also have the right to find out what information organisations store about them. These include the right to:

- Be informed about how their data is being stored
- Access personal data
- Have incorrect data updated
- Have data erased
- Stop or restrict the processing of their data
- Data portability (allowing them to get and reuse their data for different services)
- Object to how their data is processed in certain circumstances

WHAT SHOULD THE POLICY COVER?

COLLECTION OF DATA



Where you collect personal data, how you gather the data and what you do with this information.

STORAGE OF INFORMATION



How you store personal data data and why you have it.

SITE TRAFFIC INFORMATION



This is about the cookies you use. Outline where and why you have cookies. Also, a statement around their accordance with current laws and regulations.

CONTACT INFORMATION



Adding your contact information to your Privacy Policy offers customers an even greater degree of transparency.

ENCRYPTION & SECURITY MEASURES



Details on the encryption and security measures you have taken to protect sensitive information such as credit card details and home addresses.

CHILDREN'S PRIVACY PROTECTION



The UK [GDPR](#) contains provisions intended to enhance the protection of children's personal data and to ensure that children are addressed in plain clear language that they can understand.

DATA PROTECTION RIGHTS



These rights should be aligned with national laws. For example, in the UK, the [Data Protection Act 2018](#) controls how your personal information is used by businesses (as well as the government).

OTHER THINGS TO CONSIDER

1

Keep records of any changes to the policy, ensuring users are provided with notice. Ensure there is a **version control** maintained.

2

If, for any reason, users don't want to have their information collected, they should have the choice to **opt-out**.

3

You should provide your users with a list of their **rights** and the ways of how to exercise them.

NEED MORE HELP?

We can supply a structured template for a Privacy Policy. We also offer consultancy services if you would like more comprehensive support, for example writing a bespoke Privacy Policy from scratch.

Please let us know if you would like more information – we would be happy to provide a quote for either service: team@future-plus.co.uk

