

# Privacy Policy for Base North Marketing

Website [www.basenorthmarketing.co.uk](http://www.basenorthmarketing.co.uk)

At Base North Marketing accessible from [www.basenorthmarketing.co.uk](http://www.basenorthmarketing.co.uk), one of our main priorities is the privacy of our visitors. This Privacy Policy document contains types of information that is collected and recorded by Base North Marketing and how we use it.

If you have additional questions or require more information about our Privacy Policy, do not hesitate to contact us.

This Privacy Policy applies only to our online activities and is valid for visitors to our website with regards to the information that they shared and/or is collected by Base North Marketing. This policy is not applicable to any information collected offline or via channels other than this website. Our Privacy Policy was created with the help of the [Privacy Policy Generator](#) and [Wix.com](http://Wix.com).

## Consent

By using our website, you hereby consent to our Privacy Policy and agree to its terms.

## Information we collect

The personal information that you are asked to provide, and the reasons why you are asked to provide it, will be made clear to you at the point we ask you to provide your personal information.

If you contact us directly, we may receive additional information about you such as your name, email address, phone number, the contents of the message and/or attachments you may send us, and any other information you may choose to provide.

## How we use your information

We use the information we collect in various ways, including to:

- Provide, operate, and maintain our website
- Improve, personalise, and expand our website
- Understand and analyse how you use our website
- Develop new products, services, features, and functionality

- Communicate with you, either directly or through one of our partners, including for customer service, to provide you with updates and other information relating to the website, and for marketing and promotional purposes
- Send you emails
- Find and prevent fraud

#### Where we store your information

Our site 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 may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.

Certain employees within our organisation and our contractors may receive your data via email where you have completed our website contact form or carried out a transaction on our site. The data will only be used for the purpose of completing your transaction or to respond to you about your communication with us. Those allocated individuals accessing your data have a duty of confidentiality.

Base North Marketing follows a standard procedure of using log files. These files log visitors when they visit websites. All hosting companies do this as a part of hosting services' analytics. The information collected by log files include internet protocol (IP) addresses, browser type, Internet Service Provider (ISP), date and time stamp, referring/exit pages, and possibly the number of clicks. These are not linked to any information that is personally identifiable. The purpose of the information is for analysing trends, administering the site, tracking users' movement on the website, and gathering demographic information.

#### **Cookies and Web Beacons**

Like any other website, Base North Marketing uses 'cookies'. These cookies are used to store information including visitors' preferences, and the pages on the website that the visitor accessed or visited. The information is used to optimise the users' experience by customising our web page content based on visitors' browser type and/or other information.

For more general information on cookies, please read "[What Are Cookies](#)" or view our cookie policy, which is available on our website.

#### **Third Party Privacy Policies**

Base North Marketing's Privacy Policy does not apply to other advertisers or websites. Thus, we are advising you to consult the respective Privacy Policies of these third-party ad servers for more detailed information. It may include their practices and instructions about how to opt-out of certain options.

You can choose to disable cookies through your individual browser options. To know more detailed information about cookie management with specific web browsers, it can be found at the browsers' respective websites.

## **GDPR Data Protection Rights**

We would like to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

The right to access – You have the right to request copies of your personal data. We may charge you a small fee for this service.

The right to rectification – You have the right to request that we correct any information you believe is inaccurate. You also have the right to request that we complete the information you believe is incomplete.

The right to erasure – You have the right to request that we erase your personal data, under certain conditions.

The right to restrict processing – You have the right to request that we restrict the processing of your personal data, under certain conditions.

The right to object to processing – You have the right to object to our processing of your personal data, under certain conditions.

The right to data portability – You have the right to request that we transfer the data that we have collected to another organisation, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us.

## **Children's Information**

Another part of our priority is adding protection for children while using the internet. We encourage parents and guardians to observe, participate in, and/or monitor and guide their online activity.

Base North Marketing does not knowingly collect any Personal Identifiable Information from children under the age of 13. If you think that your child provided this kind of information on our website, we strongly encourage you to contact us immediately and we will do our best efforts to promptly remove such information from our records.

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

If you would like to: access, correct, amend or delete any personal information we have about you, you are invited to contact us at:

- Email: [natalie@basenorthmarketing.co.uk](mailto:natalie@basenorthmarketing.co.uk)