



DIG THE VALLEY PRIVACY POLICY

It is important that you trust us with your information, and we take this very seriously. This is our Privacy Notice and it explains how we collect, use, share and protect your personal data.

1. WHO IS RESPONSIBLE FOR MANAGING MY INFORMATION?

Dig The Valley is responsible for the collection and managing any personal information you submit, or is submitted by others. We will keep your personal details secure and use the information you provide consistently with applicable privacy and data protection laws and the terms of this Privacy Notice.

Our registered address is: Dig The Valley, Lexington, Tuckers Lane, Ubley, Bristol, BS40 6PB

2. WHAT INFORMATION DO WE COLLECT?

If you have chosen to share your details with us so we can communicate with you either as a partner of Dig The Valley or as a journalist or member of the public enabling us to share news and offers from the partners we represent then we hold your email address and may hold a work or home postal address for sending samples or promotional materials on behalf of the partners we represent. Information held is likely to include your name, address, email, websites, social media links and other contact details.

We do not share your contact details with external providers or third parties unless it's with a sub-contractor who is assisting us with maintaining and updating contact information. If you utilise our website we also collect website usage information and do this using "cookies".

3. HOW DO WE USE YOUR INFORMATION?

We use your personal information to:

- Share news and offers we consider relevant to our readers and users.
- For administrative purposes
- To detect and prevent fraud or abuse of our services
- To personalise your online experience
- Enable the sharing of the most appropriate offers and news from the partners we work with.
- Communicate with you, including for example, responding to your emails, messages on social media, web chat requests, handling image requests.
- With your permission, we send you relevant deals and news we think your readers and users will be interested in
- Manage competitions, promotions and special offers in which you or our readers and users participate
- Make sure our servers and website are operating correctly

4. ON WHAT LEGAL BASIS WILL WE PROCESS YOUR INFORMATION?

We will always process your personal information on lawful grounds and in particular on the grounds set out below:

Legitimate Interest

We may use your name, contact details and email to tell you about our own or our partners products and services, which we think, may be of interest to you. You can ask us to stop doing so at any time

We may use some of your personal information for statistical purposes when we evaluate our range of services.

The above is done on the basis that they are in the legitimate interest of our company.

Consent

Your company name and contact details are shared on our website with your consent, we do not share your name and contact details with third parties for additional marketing purposes without prior consent, only with employees and contractors working within the company. If you agree, we may also pass on your information, in certain cases – For example if you would ask us to connect you with another partner.

You can withdraw your consent at any time.



Legal Obligation

We may also disclose your personal data without your permission to the extent that we are required to do so by law or regulation.

5. WHO WILL YOU SHARE MY INFORMATION WITH?

In order to provide you with the products and services that we offer we may share your information with:

- Employee's of Dig The Valley, contractors and partners of Dig The Valley

We may also disclose your personal data without your permission in connection with any legal proceedings or prospective legal proceedings, and in order to establish, exercise or defend our legal rights.

6. HOW DO YOU MANAGE MY INFORMATION?

We may from time to time appoint a third party service providers, to help us manage efficient systems within the business.

We will only transfer your information to service providers who help manage our systems where we are satisfied that this is lawful and that adequate levels of protection are in place to protect the integrity and security of any information being processed and compliance with applicable privacy laws.

7. UPDATING YOUR DETAILS

If you would like to change any of your preferences relating to the way in which we may use your information for direct marketing, then please update your user preferences or send an email to info@digthevalley.co.uk or by post to: Lexington, Tuckers Lane, Ubley, BS40 6PB.

8. HOW LONG DO WE RETAIN YOUR DATA FOR?

We will retain your data indefinitely or until the business ceases trading to ensure that we are able to assist you should you have any questions, feedback or queries relating to our business or the businesses we represent. We use your information to regularly communicate news and offers from our clients.

We will contact you at least every 3 years to ensure you are happy to continue receiving electronic communications.

If you tell us that you no longer wish to receive communications from us or our partners, we promise to stop sending them to you.

Where we have processed your data for any other reason (such as where you have participated in a promotion) we will retain your data for 3 years.

9. YOUR RIGHTS

You have the right to ask us at any time:

- To confirm whether we hold any of your personal data
- To send you a copy of any personal data that we hold about you
- To correct any inaccuracies in your personal data and to add relevant details where the personal data we hold is incomplete
- To delete (to the extent possible) any of your personal data, where we are required by law to do so
- To stop processing your personal data, where we are required by law to do so
- To let you have a portable copy of the personal data we hold about you, where we are required by law to do so
- To stop processing any of your personal data that we process on the basis of our legitimate interests
- To stop sending you news and offers on behalf of our partners. However please note that we may continue to send you service related (i.e. non-marketing) communications, such as email updates

Where we have reached a decision that affects you by processing your personal data automatically then you have the right to speak to someone to discuss that decision.

We do not use your personal data for the purpose of profiling.



Where we process your personal data on the basis that you have given us your consent to do so then you may contact us at any time to withdraw your consent.

If you wish to exercise any of these rights, or wish to object to our use of your personal information, please write to us at the address given below:

Data Protection Co-ordinator
Dig The Valley, Lexington, Tuckers Lane, Ubley, Bristol, BS40 6PB. Or by email to: info@digthevalley.co.uk

10. DOES THE NOTICE APPLY TO LINKED WEBSITES?

Our websites may contain links to other websites. This privacy notice only applies to this website so when you link to other websites you should read their own privacy policies.

11. WHEN DO YOU MONITOR TELEPHONE CALLS?

We may from time to time record telephone calls you have with members or our staff for training purposes and to improve the quality of our service.

12. HOW DO WE UPDATE THIS PRIVACY NOTICE?

We keep our privacy notice under regular review and we will place any updates on our webpage.

13. WHO CAN I CONTACT IF I HAVE QUERIES ABOUT THIS PRIVACY NOTICE?

You can also contact us directly if you have any questions about our privacy notice or information we hold about you.

Please write to us at the address given below:

Data Protection Co-ordinator
Dig The Valley, Lexington, Tuckers Lane, Ubley, Bristol, BS40 6PB. Or by email to: info@crocodilepr.co.uk

If you are dissatisfied with our handling of any complaint you also have the right to raise concerns with The UK Information Commissioner: <https://ico.org.uk>

14. COOKIES

We may obtain information about your general internet usage by using a cookie file, which is stored on the hard drive of your computer. Cookies contain information, which is transferred to your computer's hard drive. They help us to improve our website and to deliver a better and more personalised service. They enable us to:

- Estimate our audience size and usage pattern
- Store information about your preferences, and so allow us to customise our website according to your individual interests
- Speed up your searches
- Recognize you when you return to our website

You may refuse to accept cookies by activating the setting on your browser, which allows you to refuse the setting of cookies. However, if you select this setting you may be unable to access certain parts of our website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you log on to our website.

15. CHANGES

We may make changes to this Privacy Policy by posting the new version on this website.

16. LINKS



Our website may, from time to time, contain links to and from the websites of other persons. If you follow a link to any of these websites, please note that they have their own privacy policies and that we do not accept any responsibility or liability for them. Please check those policies before you submit any personal data to those websites.

Dated: April 2020