

## Privacy Policy

JP Digital Marketing is committed to safeguarding your privacy and the privacy of any data that we may obtain regarding your customers. Please feel free to contact our director at james@jp-digitalmarketing.com if you have any questions regarding the use of your Personal Data.

By using this site (www.jp-digitalmarketing.com) and/or our services, you consent to the processing of your personal data and your customer's data as described in this Privacy Policy.

### **JP Digital Marketing promises to follow the following data protection principles:**

Processing is lawful, fair, transparent. Processing activities have lawful grounds. JP Digital Marketing will always consider your rights before Processing Personal Data. JP will provide you information regarding processing upon request.

Processing is limited to the purpose. Our Processing activities fit the purpose for which Personal Data was gathered.

Processing is done with minimal data. JP Digital Marketing only gathers and processes the minimal amount of personal data required for any purpose.

Processing is limited with a time period. We will not store your personal data for longer than needed. We will do our best to ensure the accuracy of data.

JP Digital will do the very best to ensure the integrity and confidentiality of data.

### **Data Subject's rights**

The Data Subject has the following rights:

Right to information – meaning you have the right to know whether your Personal Data is being processed; what data is gathered, from where it is obtained and why and by who it is processed.

Right to access – meaning you have the right to access the data collected from/about you. This includes your right to request and obtain a copy of your Personal Data gathered.

Right to rectification – meaning you have the right to request rectification or erasure of your Personal Data that is inaccurate or incomplete.

Right to erase – meaning in certain circumstances you can request for your Personal Data to be erased from our records.

Right to restrict processing – meaning where certain conditions apply, you have the right to restrict the Processing of your Personal Data.

Right to object to processing – meaning in certain cases you have the right to object to Processing of your Personal Data, for example in the case of direct marketing.

Right to object to automated Processing – meaning you have the right to object to automated Processing, including profiling; and not to be subject to a decision based solely on automated Processing. This right you can exercise whenever there is an outcome of the profiling that produces legal effects concerning or significantly affecting you.

Right to data portability – you have the right to obtain your Personal Data in a machine-readable format or if it is feasible, as a direct transfer from one Processor to another.

Right to lodge a complaint – in the event that we refuse your request under the Rights of Access, JP will provide you with a reason as to why. If you are not satisfied with the way your request has been handled please contact us.

Right for the help of supervisory authority – meaning you have the right for the help of a supervisory authority and the right for other legal remedies such as claiming damages.

Right to withdraw consent – you have the right withdraw any given consent for Processing of your Personal Data.

### **Data we gather**

Information you have provided:

This might be your e-mail address, name, billing address, home address etc – mainly information that is necessary for delivering you a product/service or to enhance your customer experience with us. JP Digital Marketing will save the information you provide us with in order for you to comment or perform other activities on the website. This information includes, for example, your name and e-mail address.

**Information automatically collected about you:**

This includes information that is automatically stored by cookies and other session tools. For example, your shopping cart information, your IP address, your shopping history (if there is any) etc. This information is used to improve your customer experience. When you use JP Digital Marketing's services or look at the contents of [www.jp-digitalmarketing.com](http://www.jp-digitalmarketing.com), your activities may be logged.

**Publicly available information**

JP Digital Marketing might gather information about you that is publicly available online or elsewhere.

**How JP Digital Marketing will use your Personal Data**

JP Digital Marketing uses your Personal Data in order to:

Provide service's to you and your business. This includes for example registering your account; providing you with other products and services that you have requested; providing you with promotional items at your request and communicating with you, in relation to those products and services;  
communicating and interacting with you;  
and notifying you of changes to any services.  
enhance your customer experience;  
fulfil an obligation under law or contract;

**JP Digital Marketing use's your Personal Data on legitimate grounds and/or with your Consent.**

On the grounds of entering into a contract or fulfilling contractual obligations, JP Digital Marketing will process your Personal Data for the following purposes:

to identify you;  
to provide you a service or to send/offer you a product;  
to communicate either for sales or invoicing;

On the ground of legitimate interest, we Process your Personal Data for the following purposes:

to send you personalized offers\* (from us and/or our carefully selected partners);  
to administer and analyse our client base (purchasing behaviour and history) in order to improve the quality, variety, and availability of products/ services offered/provided;  
to conduct questionnaires concerning client satisfaction;

As long as you have not informed us otherwise, we consider offering you products/services that are similar or same to your purchasing history/browsing behaviour to be our legitimate interest.

**With your consent JP Digital Marketing will process your Personal Data for the following purposes:**

to send you newsletters and campaign offers (from us and/or our carefully selected partners);  
for other purposes we have asked your consent for;

Process your Personal Data in order to fulfil obligation rising from law and/or use your Personal Data for options provided by law.

We reserve the right to anonymise Personal Data gathered and to use any such data. We will use data outside the scope of this Policy only when it is anonymised. We save your billing information and other information gathered about you for as long as needed for accounting purposes or other obligations deriving from law, but not longer than 7 years.

We might process your Personal Data for additional purposes that are not mentioned here, but are compatible with the original purpose for which the data was gathered. To do this, we will ensure that:

the link between purposes, context and nature of Personal Data is suitable for further Processing;  
the further Processing would not harm your interests and there would be appropriate safeguard for Processing.

We will inform you of any further Processing and purposes.

**Who else can access your Personal Data**

JP Digital Marketing does not share your Personal Data with strangers. Personal Data about you is in some cases provided to trusted partners or organisations in order to either make providing the service to you possible or to enhance your customer experience.

JP Digital Marketing only works with Processing partners who are able to ensure adequate level of protection to your Personal Data. JP Digital Marketing will disclose your Personal Data to third parties or public officials when legally obliged to do so. JP Digital Marketing might disclose your Personal Data to third parties if you have consented to it or if there are other legal grounds for it.

**The security of your data.**

JP Digital Marketing will do its best to keep your Personal Data safe. JP Digital Marketing uses safety protocols for communication and transferring data (such as HTTPS and password encrypted files)

Even though we try our best we can not guarantee the security of information. However, we promise to notify suitable authorities of data breaches. JP Digital Marketing will also notify you if there is a threat to your rights or interests. We will do everything we reasonably can to prevent security breaches and to assist authorities should any breaches occur.

Our company website 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.

## **Children**

JP Digital Marketing does not intend to collect or knowingly collect information from children. My services do not target children.

## **Cookies and other technologies**

JP Digital Marketing uses cookies and/or similar technologies to analyse customer behaviour, administer the website, track users' movements, and to collect information about users. This is done in order to personalise and enhance your experience with us.

Cookies are small files which are stored on a user's computer. They are designed to hold a modest amount of data specific to a particular client and website, and can be accessed either by the web server or the client computer.

JP Digital Marketing will use Google Analytics to measure traffic on our website. Google has their own Privacy Policy which you can review [here](#). If you'd like to opt out of tracking by Google Analytics, visit the [Google Analytics opt-out page](#).

## **But why?**

We collect such Non-personal and Personal Information for the following purposes:

To provide and operate the Services;

To provide our Users with ongoing customer assistance and technical support;

To be able to contact our Visitors and Users with general or personalized service-related notices and promotional messages;

To create aggregated statistical data and other aggregated and/or inferred Non-personal Information, which we or our business partners may use to provide and improve our respective services;

To comply with any applicable laws and regulations.

## **Changes to this Privacy Policy**

JP Digital Marketing reserves the right to make change to this Privacy Policy.