



PRIVACY POLICY FOR ALKAMY.CO.UK

Alkamy treats the privacy of its customers and website users very seriously and we take appropriate measures to safeguard your privacy. This policy explains how we protect and manage any personal data* you share with us and that we hold about you, including how we collect, process, protect and share that data.

**Personal data means any information that may be used to identify an individual, including, but not limited to, a first and last name, a home or other physical address and an email address or other contact information, whether at work or at home.*

General

This privacy policy applies between you, the User of this Website and Kay Armatage trading as alkamy, the owner and provider of this Website. Kay Armatage trading as alkamy takes the privacy of your information very seriously. This privacy policy applies to our use of any and all Data collected by us or provided by you in relation to your use of the Website. Please read this privacy policy carefully.

Definitions and interpretation

1. In this privacy policy, the following definitions are used:

Data collectively all information that you submit to Kay Armatage trading as alkamy via the Website.

Kay Armatage trading as alkamy, or us/we Kay Armatage trading as alkamy of 96 Holywell Ave, Whitley Bay, Tyne and Wear, NE26 3AF;

User or you any third party that accesses the Website and is not either (i) employed by Kay Armatage trading as alkamy and acting in the course of their employment or (ii) engaged as a consultant or otherwise providing services to Kay Armatage trading as alkamy and accessing the Website in connection with the provision of such services;
and

Website the website that you are currently using, www.alkamy.co.uk, and any sub-domains of this site unless expressly excluded by their own terms and conditions.

2. In this privacy policy, unless the context requires a different interpretation:

- a. the singular includes the plural and vice versa;
- b. references to sub-clauses, clauses, schedules or appendices are to sub-clauses, clauses, schedules or appendices of this privacy policy;
- c. a reference to a person includes firms, companies, government entities, trusts and partnerships;
- d. "including" is understood to mean "including without limitation";
- e. reference to any statutory provision includes any modification or amendment of it;
- f. the headings and sub-headings do not form part of this privacy policy.

Scope of this privacy policy

3. This privacy policy applies only to the actions of Kay Armatage trading as alkamy and Users with respect to this Website. It does not extend to any websites that can be accessed from this Website including, but not limited to, any links we may provide to social media websites.

HOW WE OBTAIN YOUR PERSONAL DATA

Information Provided By You

You provide us with personal data either online or in person at events (for instance those attending Alkamy led workshops or promotional events) when you submit any online orders for to purchase products, purchase event tickets, to be added to our newsletter/subscription service/ mailing list or when submitting online enquiries for information. This includes name, address, email address, telephone number and credit/debit card number when making purchases. We use this information

in order to manage and process orders and contact you with information you have requested or to respond to your enquiries.

We may also keep information contained in any correspondence you may have with you by post or by email. We may also record telephone conversations.

Information We Get From Other Sources

We only obtain information from third parties if this is permitted by law. This information may include your name, telephone number and email address. This is information we would obtain from third parties working with alkamy in booking events/ticket sales for events we are holding/running. We only obtain information relevant to us and only from authorised third parties who are working with us. You will have already submitted this information to these companies and specially give them permission to allow them to pass this information to us.

HOW WE USE YOUR PERSONAL DATA

We use your personal data to manage and administer your product orders, ticket sales for events and to respond to enquiries that you have initiated. We undertake at all times to protect your personal data in a manner which is consistent with the requirements of the General Data Protection Regulation (GDPR) concerning data protection. We will also take reason security measures to protect your personal data in storage.

Do We Use Your Personal Data For Marketing Purposes?

Any information that you choose to give us will only be used for marketing purposes if you have given us permission to send marketing materials to you. Therefore, should you sign up to the newsletter service/subscription service/ mailing list either online on our website(s) or directly in person at an event held by alkamy, we will send you promotional/marketing emails. You will be able to unsubscribe to this service easily when a promotion email is sent to you should you wish to be removed from mailing lists.

Information About Cookies

A cookie is a small text file stored on your browser, for example Google Chrome. For details of how we use cookies please go to www.alkamy.co.uk for further details.

SHARING INFORMATION

We will keep information about you confidential and we will from time to time share your personal data with our partners who are holding events run by alkamy. This information will be limited to name, phone number and email address. We we also use your personal data when mailing products to you, in accordance with your instructions, and for this we will use third party providers including, but not limited to, couriers etc. We will make sure that the receiver agrees to protect your information in a similar manner to us and that they only uses your personal data in accordance with our instructions.

If you require further information regarding such transfers, please write to

Alkamy
96 Holywell Ave
Whitley Bay
NE26 3AF

or email info@alkamy.co.uk

How long do we keep this information about you?

We keep the information in line with the retention policy of records of HMRC which is currently 5 years after the current tax period in order to meet our legal and statutory obligations. The need to use or retain your personal information will be reassessed on a regular basis and information which is no longer required will be disposed of.

DATA SUBJECT RIGHTS

Subject Access Requests

The General Data Protection Regulation (GDPR) grants you (hereinafter referred to as the “data subject”) the right to access particular personal data that we hold about you. This is referred to as a subject access request. We shall respond promptly, and certainly, within one month from the point of receiving the request and all necessary information from you. Our formal response shall include the details of the personal data we hold about you, including the following:

- sources from which we acquired the information
- the purposes for processing the information and
- persons or entities with whom we are sharing the information.

Right To Rectification

You, the data subject, shall have the right to obtain from us, without undue delay, the rectification of inaccurate personal data we hold concerning you. Taking into account the purposes of the processing, you, the data subject, shall have the right to have incomplete personal data complete, including by means of providing a supplementary statement.

Right To Erasure

You, the data subject, shall have the right to obtain from us the erasure of personal data concerning you without undue delay.

Right To Restriction of Processing

Subject to exemptions, you, the data subject, shall have the right to obtain from us restrictions of processing where one of the following applies:

- A. the accuracy of the personal data is contested by you, the data subject, and is restricted until the accuracy of the data has been verified;
- B. the processing is unlawful and you, the data subject, oppose the erasure of personal data and instead request the restriction of its use;
- C. we no longer need the personal data for the purposes of processing, but it is required by you, the data subject, for the establishment, exercise or defence of legal claims;
- D. you, the data subject, have objected to processing your personal data pending the verification of whether there are legitimate grounds for us to override these objections.

Notification Obligation Regarding Rectification Or Erasure Of Personal Data Or Restriction Of Processing

We shall communicate any rectification or erasure of personal data or restriction of processing as described above to each recipient to whom the personal data has been disclosed, unless this proves impossible or involves disproportionate effort. We shall provide you, the data subject, with information about those recipients if you request it.

Right To Data Portability

You, the data subject, shall have the right to receive your personal data, which you have provided to us, in a structured, commonly used and machine readable-format and have the right to transmit this data to another controller, without hindrance from us.

Right To Object

You, the data subject, shall have the right to object, on grounds relating to your particular situation, at any time to the processing of personal data concerning you, including any personal profiling; unless this relates to processing that is necessary for the performance of a task carried out in the public interest or an exercise of official authority vested in us. We shall no longer process the personal data unless we can demonstrate compelling legitimate grounds for the processing, which override the interests, rights and freedoms of you, the data subject, or for the establishment, exercise or defence of legal claims.

Right To Not Be Subject To Decisions Based Solely On Automated Processing

We do not carry out any automated processing, which may lead to an automated decision based on your personal data.

Invoking Your Rights

If you would like to invoke any of the above data subject rights with us, please write to;

Alkamy
96 Holywell Ave
Whitley Bay
Tyne and Wear
NE26 3AF

or email info@alkamy.co.uk

Accuracy Of Information

In order to provide the highest level of customer service possible and to adhere to legal requirements, we need to keep accurate personal data about you. We take reasonable steps to ensure the accuracy of any personal data or sensitive information we obtain. We sure that the sources of any personal data or sensitive information is clear and we carefully consider any challengers to the accuracy of the information. We also consider when it is necessary to update the information, such as name or email address changes and you can help us by informing us of these changes when they occur.

IMPORTANT INFORMATION

Questions and Queries

If you have any questions or queries which are not answered by this policy, or have any potential concerns about how we use the personal data we hold, please write to:

Alkamy
96 Holywell Ave
Whitley Bay
Tyne and Wear
NE26 3AF

or email info@alkamy.co.uk

Policy Changes

This policy is regularly reviewed to make sure that we continue to meet standards and protect your privacy. We reserve the right, at all times, to update, modify or amend this policy. We suggest that you review this policy from time to time to ensure you are aware of changes made. However, we will not significantly change how we use information you have already given to us without your prior consent.

If You Have A Complaint

If you have a complaint regarding the use of your personal data or sensitive information then please contact us by writing

Alkamy
96 Holywell Ave
Whitley Bay
Tyne and Wear
NE26 3AF

or email info@alkamy.co.uk and we will do our best to help you.

If your complaint is not resolved to your satisfaction and you wish to make a formal complaint to the Information Commissioner's Office (ICO) you can contact them directly.