

# Privacy Policy – Alison Clifford

This notice is for this website; <http://alisonclifford.net> owned by Alison Clifford (Tasmania, Australia) and governs the privacy of those who use it. It explains how we control, process, handle and protect your personal data while browsing or using this website, including your rights under current laws and regulations.

## Definitions:

"I" or "The Website" refers to Alison Clifford

"you", "the user" refers to the user of the Website.

GDPR means General Data Protection Act.

## Processing of your personal data

Under the GDPR (General Data Protection Regulation) we control and process personal information about you electronically.

The Website is exempt from registration in the ICO Data Protection Register because the data is only used for core business purposes.

### Lawful basis: Consent

1. The reason we use this basis: You gave us consent to use your data to send you newsletters you have subscribed to, or to deliver a purchased item (book or related merchandise).
2. We process your information in the following ways: To send you a book if purchased, and keep you updated with special offers and news about my books and writing.
3. Data retention period: We will continue to process your information until no longer required for delivery purposes, or until you request it be removed.
4. Sharing your information: We do not share your information with third parties.

### Lawful basis: Legal obligation

1. The reason we use this basis: To pay my taxes correctly.
2. We process your information in the following ways: I must maintain a list of clients with name, address, and purchases for tax inspections in line with Australian Taxation Office.
3. Data retention period: Seven years
4. Sharing your information: We do not share your information with third parties.
5. If, as determined by us, the lawful basis upon which we process your personal information changes, we will notify you about the change and any new lawful basis to be used if required. We shall stop processing your personal information if the lawful basis used is no longer relevant.

## Your rights

Under the GDPR your rights are as follows.

- the right to be informed;
- the right of access;
- the right to rectification;

- the right to erasure;
- the right to restrict processing;
- the right to data portability;
- the right to object; and
- the right not to be subject to automated decision-making including profiling.

## **Internet cookies**

We use cookies on this website to provide you with a better user experience. We do this by placing a small text file on your device / computer hard drive to track how you use the website, to record or log whether you have seen messages that we display, to keep you logged into the website where applicable, to display relevant adverts or content, referred you to a third-party website.

Some cookies are required to enjoy and use the full functionality of this website.

We use a cookie control system which allows you to accept the use of cookies, and control which cookies are saved to your device / computer. Some cookies will be saved for specific time periods, where others may last indefinitely. Your web browser should provide you with the controls to manage and delete cookies from your device, please see your web browser options.

## **Data security and protection**

We ensure the security of any personal information we hold by using secure data storage technologies provided by Weebly and Mailchimp in how we store, access and manage that information.

## **Sponsored links, affiliate tracking & commissions**

Our website does not contain adverts, sponsored or affiliate links.

## **Email marketing messages & subscription**

Under the GDPR we use the consent lawful basis for anyone subscribing to our newsletter or marketing mailing list. We only collect certain data about you, as detailed in the "Processing of your personal data" above. Any email marketing messages we send are done so through an email marketing service provider. We use:

Mailchimp

Here is there Privacy Policy:

[Mailchimp Privacy Policy](#)

They collect:

Email address

I.P address

Subscription time & date

You can opt out of receiving emails or ask to see the data we hold for you, or request we remove your data at any time by the following methods:

- Unsubscribe at the bottom of the email
- Contact us at [admin@alisonclifford.net](mailto:admin@alisonclifford.net)

UPDATED MAY 2018