

## PRIVACY POLICY

24.05.18

“Finkk” (“we”, “us” or “our”) values your privacy. This Privacy Policy explains how we comply with the GDPR (General Data Protection Regulation), the DPA (Data Protection Act) [pre-GDPR enforcement] and the PECR (Privacy and Electronic Communications Regulations). In other words, how we use, share and protect the personally identifiable information that we collect about you and recognising the choices and rights you have. This Privacy Policy applies to visitors to [www.finkk.com](http://www.finkk.com) website (the “Website”). By visiting or using our Website, you agree to this Privacy Policy.

This Privacy Policy does not apply to information about you collected by third party websites that may post links or advertisements on or otherwise be accessible from the Website. The information collected by these third party websites is subject to their own privacy policies.

The data controller is:

- Finkk, Southampton SO15 2SW governs the privacy of its users who choose to use the website.

This policy explains the use of cookies or software, advertising or commercial sponsorship from third parties and the download of any documents, files or software made available to you (if any) on this website. Further explanations may be provided for specific pages or features of this website in order to help you understand how we, this website and its third parties (if any) interact with you and your computer/device in order to serve it to you. Our contact information is provided if you have any questions.

### THE DPA & GDPR MAY 2018

We and this website comply with the DPA (Data Protection Act 1998) and already complies to the GDPR (General Data Protection Regulation) which comes into effect from 25th May 2018. We will update this policy accordingly after the completion of the UK’s exit from the European Union.

### USE OF COOKIES

As is common practice with almost all websites this site uses cookies, which are tiny files that are downloaded to your computer, to improve your experience. This section describes what information they gather, how we use it and why we sometimes need to store these cookies.

### THE COOKIES WE SET

When you submit data to through a form such as those found on contact pages cookies may be set to remember your user details for future correspondence.

### THIRD PARTY COOKIES

In some special cases we also use cookies provided by trusted third parties:

This site uses Google Analytics which is one of the most widespread and trusted analytics solution on the web for helping us to understand how you use the site and ways that we can improve your experience. These cookies may track things such as how long you spend on the site and the pages that you visit so we can continue to produce engaging content.

We also use social media buttons and/or plugins on this site that allow you to connect with your social network in various ways. For these to work the following social media sites including; Facebook, Twitter, will set cookies through our site which may be used to enhance your profile on their site or contribute to the data they hold for various purposes outlined in their respective privacy policies.



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### **FURTHER INFORMATION**

If you are still looking for more information then you can contact us either using our form or email us on [enquiries@finkk.com](mailto:enquiries@finkk.com)

Finkk Marketing also uses Hubspot to attract sign up's to a newsletter and Olark Chat to engage in conversations and to track visitors when not online. The links to the privacy policies of both tools are below.

### **DOWNLOADS & MEDIA FILES**

Any downloadable documents, files or media made available on this website are provided to users at their own risk. While all precautions have been undertaken to ensure only genuine downloads are available users are advised to verify their authenticity using third-party anti-virus software or similar applications.

We accept no responsibility for third party downloads and downloads provided by external third party websites and advise users to verify their authenticity using third-party anti-virus software or similar applications.

### **CONTACT & COMMUNICATION WITH US**

Users contacting us through this website do so at their own discretion and provide any such personal details requested at their own risk. Your personal information is kept private and stored securely until a time it is no longer required or has no use.

Where we have clearly stated and made you aware of the fact, and where you have given your express permission, we may use your details to send you products/services information through a mailing list system. This is done in accordance with the regulations named in 'The policy' above.

### **EMAIL MAILING LIST & MARKETING MESSAGES**

We operate an email mailing list program, used to inform subscribers about products, services and/or news we supply/publish. Users can subscribe through an online automated process where they have given their explicit permission. Subscriber personal details are collected, processed, managed and stored in accordance with the regulations named in 'The policy' above. Subscribers can unsubscribe at any time through an automated online service detailed in the footer of sent marketing messages. The type and content of marketing messages subscribers receive, and if it may contain third party content, is clearly outlined at the point of subscription.

Email marketing messages may contain tracking beacons / tracked clickable links or similar server technologies in order to track subscriber activity within email marketing messages. Where used, such marketing messages may record a range of subscriber data relating to engagement, geographic, demographics and already stored subscriber data.

Our EMS (email marketing service) provider is MailChimp and you can read their privacy policy in the resources section.

### **EXTERNAL WEBSITE LINKS & THIRD PARTIES**

Any Although we only look to include quality, safe and relevant external links, users are advised to adopt a policy of caution before clicking any external web links mentioned throughout this website. (External links are clickable text/ banner/image links to other websites).

Shortened URL's; URL shortening is a technique used on the web to shorten URL's (Uniform Resource Locators) to something substantially shorter. This technique is especially used in social media and looks

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similar to this (example: <https://bit.ly/2IFsQ7Z>). Users should take caution before clicking on shortened URL links and verify their authenticity before proceeding.

We cannot guarantee or verify the contents of any externally linked website despite our best efforts. Users should therefore note they click on external links at their own risk and we cannot be held liable for any damages or implications caused by visiting any external links mentioned.

### SOCIAL MEDIA POLICY & USAGE

We adopt a Social Media Policy to ensure our business and our staff conduct themselves accordingly online. While we may have official profiles on social media platforms users are advised to verify authenticity of such profiles before engaging with, or sharing information with such profiles. We will never ask for user passwords or personal details on social media platforms. Users are advised to conduct themselves appropriately when engaging with us on social media.

There may be instances where our website features social sharing buttons, which help share web content directly from web pages to the respective social media platforms. You use social sharing buttons at your own discretion and accept that doing so may publish content to your social media profile feed or page. You can find further information about some social media privacy and usage policies in the resources section below.

### RESOURCES & FURTHER INFORMATION

Overview of the GDPR - General Data Protection Regulation

<https://ico.org.uk/media/for-organisations/data-protection-reform/overview-of-the-gdpr-1-13.pdf>

Data Protection Act 1998

<https://www.gov.uk/data-protection>

Privacy and Electronic Communications Regulations 2003

<https://ico.org.uk/for-organisations/guide-to-pecr/>

Twitter Privacy Policy

<https://twitter.com/en/privacy>

Facebook Privacy Policy

[https://www.facebook.com/full\\_data\\_use\\_policy](https://www.facebook.com/full_data_use_policy)

Google Privacy Policy

<https://policies.google.com/privacy>

Linkedin Privacy Policy

<https://www.linkedin.com/legal/privacy-policy>

MailChimp Privacy Policy

<https://mailchimp.com/legal/privacy/>