



General Data Protection Regulation (GDPR) and Privacy Policy

This document explains how Jo Jacob T/A Benella (referred to as “Benella”, “we”, “us” or “our” in this privacy policy) collects your personal data, what it is used for and how it is processed and kept safe.

Introduction:

Jo Jacob is the owner of Benella and is a sole trader. The business trading address is listed below. Jo Jacob is the data controller and therefore the person responsible for keeping your information safe and secure and giving you access to your information should you require it.

It is very important to Benella that the information we hold about you is accurate and up to date. Please let us know if any time your personal information changes by emailing Jo on jo@benella.co.uk

Why do we have a privacy policy?

Benella is registered with the ICO for data protection and is committed to providing privacy for our clients and only use client data set out in this policy. Under no circumstances does Benella sell or share any information about you with any third parties. However, for safety reasons, when visiting a client and the address goes into a password protected on-line calendar, this is shared via the calendar app with my business partner so someone is aware of where I am. This data is not processed any further by this person and is only for safety and is deleted by them once the session has finished.

What personal data do we collect?

Personal data means any information capable of identifying an individual. The types of personal data collected fall into one of three categories:

1. One to one clients or group workshops
This includes clients with whom Benella is working with or has worked with in their homes on a one to one basis and/or clients that have booked workshops at a designated meeting place. These clients have initiated contact with Benella via telephone, email, social media or an event booking platform and we will have agreed to work together.

The personal data that Benella collects and stores about you includes:

- Your name
- Your address
- Your telephone number
- Your email address
- Details about why you require Benella to help with decluttering, organizing or photographs



Benella collects only the minimum amount of information required to be able to make an appointment with you.

This information that you provide is held on our secure software on a laptop which is provided and supported by a third party and is password protected. When not in use, laptop is kept locked in a home office.

2. Email list subscribers

This includes subscribers who have opted in to receive Benella's mailings and other relevant information. This email list is powered by Wix who are also GDPR compliant. Subscribers have the option of unsubscribing from the email list at any time by clicking on the link at the bottom of each email or by contacting jo@benella.co.uk. The personal data that is collected and stored about you when you sign up for the email list resides on the Wix server. It includes your name and email address. Once again, this list will never be shared or sold by Benella.

3. Photographs

As explained in my terms and conditions which are sent to each client prior to a session, photographs are often taken before and after a session and sent digitally to a client so they can see the progress. These before and after photographs are stored on the same password protected laptop as before unless client requests they are deleted. They are also backed up to a password protected iCloud account. These photographs are not shared with any other party with the exception of social media platforms used by Benella but then only with the express permission of the client. Benella always ensures that any photograph used does not include any faces or identifiable factors.

Benella does not collect user data, technical data or sensitive data.

If you have any questions about the data held by Benella, this privacy policy or wish to know what data Benella hold about you, then please contact us on jo@benella.co.uk.

This policy was updated on 6th June 2023