

## BLUEDOT AGENCY PRIVACY POLICY

bluedot agency understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of everyone who visits this website, bluedotdigitalagency.com (“**Our Site**”) and will only collect and use personal data in ways that are described here and in a way that is consistent with our obligations and your rights under the law.

Please read this Privacy Policy carefully and ensure you understand it. Your acceptance of this Privacy Policy is deemed to occur upon your first use of Our Site. If you do not accept and agree with this Privacy Policy, you must stop using Our Site immediately.

### 1. Definitions

In this Privacy Policy, the following terms shall have the following meanings:

“ <b>Cookie</b> ”	means a small text file placed on your computer or device by Our Site when you visit certain parts of Our Site and/or when you use certain features of Our Site;
“ <b>Cookie Law</b> ”	means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003;
“ <b>EEA</b> ”	means the European Economic Area, which is made up of all EU member states plus Norway, Iceland and Liechtenstein; and
“ <b>we</b> ”, “ <b>us</b> ” and “ <b>our</b> ”	means Cadeb Holdings Ltd trading as bluedot careers, a company registered in England and Wales under company number 10556973 and with its registered office at 24 Balmore Crescent, Barnet, England, EN4 9ND.

### 2. What does this Privacy Policy cover?

This Privacy Policy applies only to your use of Our Site. Our Site may contain links to other websites. Please note that we have no control over how your data is collected, stored or used by other websites and we advise you to check the privacy policies of any such websites before providing any data to them.

### 3. What is personal data?

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the “**GDPR**”) as “any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier”. Personal data is therefore any information about you that enables you to be identified.

#### **4. What are my rights?**

Under the GDPR, you have the following rights, which we will always work to uphold:

- a) the right to be informed about our collection and use of your personal data. This Privacy Policy should tell you everything you need to know, but you can always contact us to find out more or to ask any questions using the details in section 13;
- b) the right to access the personal data we hold about you. Section 11 tells you how to do this;
- c) the right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in section 13 to find out more;
- d) the right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we have. Please contact us using the details in section 13 to find out more;
- e) the right to restrict (i.e. prevent) the processing of your personal data;
- f) the right to object to us using your personal data for a particular purpose or purposes;
- g) the right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask us for a copy of that personal data to re-use with another service or business in many cases; and
- h) rights relating to automated decision-making and profiling. However, we do not use your personal data in this way.

For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in section 13. Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau. If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office.

#### **5. What data do we collect?**

Depending upon your use of our Site, we may collect some or all of the following personal and non-personal data:

- γ your name;
- γ your date of birth;
- γ your gender;
- γ your address;
- γ your contact email address(es);
- γ your contact telephone number(s);

- Y the name of your employer;
- Y your job title;
- Y your profession;
- Y your education and employment history;
- Y information about your preferences and interests;
- Y your IP address;
- Y your web browser type and version;
- Y your operating system; and
- Y a list of URLs starting with a referring site, your activity on Our Site and the site you exit to.

**6. How do you use my personal data?**

Under the GDPR, we must always have a lawful basis for using personal data. This may be because the data is necessary for our performance of a contract with you, because you have consented to our use of your personal data, or because it is in our legitimate business interests to use it. Your personal data may be used for one or more of the following purposes:

- Y providing and managing your access to Our Site;
- Y personalising and tailoring your experience on Our Site;
- Y supplying our services to you. Your personal details are required in order for us to enter into a contract with you;
- Y personalising and tailoring our services for you;
- Y communicating with you, such as responding to emails or calls from you;
- Y supplying you with information by email that you have opted-in to; and
- Y analysing your use of Our Site to enable us to continually improve Our Site and your user experience.

**7. How long will you keep my personal data?**

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected.

**8. How and where do you store or transfer my personal data?**

We share your data with external third parties, as detailed below in section 9, that are based outside of the EEA. The following safeguards are applied to such transfers:

- (a) we use specific contracts with Google that are approved by the European

Commission for the transfer of personal data to third countries. These contracts ensure the same levels of personal data protection that would apply under the GDPR. More information is available from the [European Commission](#); and

- (b) where we transfer your data to GoDaddy, which is based in the United States of America, we do so as part of the EU-US Privacy Shield. This requires GoDaddy to provide data protection to standards similar to those in Europe. More information is available from the [European Commission](#).

Please contact us using the details in section 13 for further information about the particular data protection mechanism(s) used by us when transferring your personal data to a third country.

The security of your personal data is of the utmost concern to us and, to protect your data, we take a number of important measures designed to safeguard your data.

#### **9. Do you share my personal data?**

We use the G Suite of office applications from Google. This means we store your data on Google's cloud servers. Google's servers are based in the European Economic Area, the United States of America, Chile, Taiwan and Singapore. Your data may be stored (and therefore transferred to and from) Google's servers in those locations.

Our website is built and hosted on GoDaddy's servers. These servers are based in the United States of America. Your data may be stored (and therefore transferred to and from) GoDaddy's US servers.

Otherwise, we will not share your personal data with any third party, subject to one important exception. In some circumstances, we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order or the instructions of a government authority.

#### **10. Can I withhold information?**

You may access certain areas of Our Site without providing any personal data at all. However, to use all features and functions available on Our Site you will be required to submit or allow for the collection of certain data.

#### **11. How can I access my personal data?**

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a "subject access request".

All subject access requests should be made in writing and sent to the email or postal addresses shown in section 13.

There is not normally any charge for a subject access request. However, if your request is "manifestly unfounded or excessive" (for example, if you make repetitive requests) we may charge a fee to cover our administrative costs in responding.

We will respond to your subject access request within two weeks and, in any case, not more than one month of receiving it. Normally, we aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from the date we receive your request. We will keep you informed of our progress.

## 12. How do you use cookies?

Our Site may place and access certain first-party Cookies on your computer or device. First-party Cookies are those placed directly by us and are used only by us. We use Cookies to facilitate and improve your experience of Our Site and to provide and improve our services. We have carefully chosen these Cookies and have taken steps to ensure that your privacy and personal data is protected and respected at all times.

All Cookies used by and on Our Site are used in accordance with current Cookie Law.

The following first-party Cookies may be placed on your computer or device:

<b>Name of Cookie</b>	<b>Purpose</b>
language	To confirm the language used by a visitor's browser.
is_mobile	To confirm whether a visitor is using a mobile device to access the site.

You can choose to enable or disable Cookies in your web browser. Most browsers also enable you to choose whether you wish to disable all Cookies or only third-party Cookies. By default, most browsers accept Cookies but this can be changed. For further details, please consult the help menu in your web browser or the documentation that came with your device.

You can choose to delete Cookies on your computer or device at any time; however, you may lose information that enables you to access Our Site more quickly and efficiently including, but not limited to, login and personalisation settings.

We recommend that you keep your web browser and operating system up-to-date and

that you consult the help and guidance provided by the developer of your browser and manufacturer of your computer or device if you are unsure about adjusting your privacy settings.

**13. How do I contact you?**

To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the following details:

email: [hello@bluedotdigitalagency.com](mailto:hello@bluedotdigitalagency.com)

telephone: +44 207 1932 536

post: 24 Balmore Crescent, Barnet, England, EN4 9ND

**14. Changes to this Privacy Policy**

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection. We will post Any such changes on Our Site and you will be deemed to have accepted the terms of the revised Privacy Policy on your first use of Our Site following the alterations. We therefore recommend that you check this page regularly to keep up-to-date.