

Date: 17/05/2020

## Privacy Policy

### Introduction

WordBuff is committed to protecting you and your personal information. Although I am an independent freelance Copywriter, I take the protection of your details very seriously and the following policy outlines the ways in which I will do this, in order to keep my complete range of services safe but enjoyable for you: the customers and audience.

In order to access some services I provide, sometimes it is necessary for WordBuff to collect certain information about you. Throughout the next few pages, the following will be explained:

1. What information Wordbuff collects about you, and how it will be used
2. When disclosed details you provide may be used to contact you
3. Who else will be able to access details provided by you to WordBuff
4. Options you have regarding disclosure of personal info to WordBuff
5. The use of cookies on [www.wordbuff.co.uk](http://www.wordbuff.co.uk) and how you can opt out of these cookies

### How I Collect and Use Information

Wordbuff will collect the following types of information about you:

In order to access certain products and services, some information is required such as your name, email address, and phone number. If you reach out to me via a messaging tool, contact form on the website, becoming a subscribing member of [www.wordbuff.co.uk](http://www.wordbuff.co.uk) or by any other means, this information may be retained by WordBuff. This information will not be published publicly, but will be used in order to provide products and services to you, or to get in touch with you where necessary with updates or communications.

WordBuff may also receive information about you from third parties. For example, if you “like” a post on my Facebook page, or “retweet” a Twitter tweet, that third party may pass on information about your use to me. This information may include your name, username, or any associated information that you have granted permission for the third parties to share with me. It may also include the ability to see any other information that you have made public, such as friends lists, and friends of

friends lists. You should always take the time to review your privacy settings on third-party applications and adjust these appropriately.

I may also at my discretion directly collect analytics data, or use third-party analytics tools and services, to help us measure traffic and usage trends for [www.wordbuff.co.uk](http://www.wordbuff.co.uk) or other social media channels associated to my business, such as Google Analytics. Whilst I am able to collate this data collected from browsers or mobile devices, it is not easily attributable to particular individuals.

When you access my website, [www.wordbuff.co.uk](http://www.wordbuff.co.uk), you will be sent cookies in order that you receive the best possible services as my customers. It also means that I am able identify registered users/subscribers, and make navigating the site as quick and easy for you. Cookies also provide me with certain information about you, such as how you use the site, (for example which pages you view, links you click on etc).

Cookies can be either permanent or for a single session only, and you can change your browser settings to refuse them or provide an indication when a cookie is being sent to your device. However, if cookies are disabled, some functionality of [www.wordbuff.co.uk](http://www.wordbuff.co.uk) may not work correctly. A permanent cookie is stored on your hard drive after you close your browser and can be used by your browser when revisiting the site in the future. Persistent cookies can be removed by following your browser's directions. A session cookie is temporary and disappears after you close your browser.

I use the information I collect or receive, such as your email address, to communicate directly with you. I may send you emails containing newsletters, promotions, and special offers. If you do not want to receive such email messages, you will be given the option to unsubscribe (see footer of email communications).

### **Sharing of Your Information**

WordBuff takes the privacy and security of your information very seriously, and as such will not share any of your personal information with third parties without your consent, with the exception of the following:

1. Information that is voluntarily supplied by yourself in the public domain, such as comments on blog posts (User Content)
2. Where a request for information is requested/required to comply with the law, or to ensure the quality, safety and integrity of products/services provided by WordBuff

### **How I Store and Protect Your Information**

Any information supplied by yourself to WordBuff, through collection via the online services/pages, communications with you as a client, or other interactions, will be stored securely and processed in the UK. Information will be retained in electronic format only.

You can choose to unsubscribe from email communications from WordBuff by clicking the “unsubscribe” option at the footnote of emails.

Former customers/clients of Wordbuff can request for their personal information to be removed from storage by sending an email request to [enquiries@wordbuff.co.uk](mailto:enquiries@wordbuff.co.uk) and all reasonable steps will be undertaken to remove without delay. A notification will be sent to you once this has been actioned.