

1 INTRODUCTION

This document refers to personal data, which is defined as information concerning any living person (a natural person who hereafter will be called the Data Subject).

The General Data Protection Regulation (GDPR) seeks to protect and enhance the rights of data subjects. These rights cover the safeguarding of personal data, protection against the unlawful processing of personal data and the unrestricted movement of personal data within the EU. It should be noted that GDPR does not apply to information already in the public domain.

2 PERSONAL DATA

Ideaworks uses the information collected from you to provide quotations and maintain communication during the duration of your contracted works with us.

Ideaworks' website uses cookies, which is a string of information that a website stores on a visitor's computer that the visitor's browser provides to the website each time the visitor returns. Ideaworks uses these to identify and track visitors. Ideaworks website visitors who do not wish to have cookies placed on their computers should set their browsers to refuse cookies before using Ideaworks' website.

3 LEGAL BASIS FOR PROCESSING ANY PERSONAL DATA

To meet Ideaworks' contractual obligations to clients and to also respond to potential client enquiries.

4 CONSENT

Through agreeing to this privacy notice you are consenting to Ideaworks processing your personal data for the purposes outlined. You can withdraw consent at any time by emailing dataprotection@ideaworks.co.uk or writing to us. See the last section of this document for full contact details.

5 DISCLOSURE

Ideaworks may on occasion pass your Personal Information to third parties exclusively to process work on its behalf. Ideaworks requires these parties to agree to process this information based on our instructions and requirements consistent with this Privacy Notice and GDPR.

Ideaworks do not broker or pass on information gained from your engagement with the company, however, we

may disclose your Personal Information to meet legal obligations, regulations or valid governmental request.

6 RETENTION POLICY

Ideaworks will process personal data during the duration of any contract and will continue to store only the personal data needed for five years after the contract has expired to meet any legal obligations. After five years any personal data not needed will be deleted.

7 DATA STORAGE

Data is held in the United Kingdom using different (multiple) servers. Ideaworks does not store personal data outside the EEA.

8 YOUR RIGHTS AS A DATA SUBJECT

At any point whilst Ideaworks is in possession of or processing your personal data, all data subjects have the following rights:

- **Right of access** – you have the right to request a copy of the information that we hold about you.
- **Right of rectification** – you have a right to correct data that we hold about you that is inaccurate or incomplete.
- **Right to be forgotten** – in certain circumstances you can ask for the data we hold about you to be erased from our records.
- **Right to restriction of processing** – where certain conditions apply you have a right to restrict the processing.
- **Right of portability** – you have the right to have the data we hold about you transferred to another organisation.
- **Right to object** – you have the right to object to certain types of processing such as direct marketing.
- **Right to object to automated processing, including profiling** – you also have the right not to be subject to the legal effects of automated processing or profiling.

In the event that Ideaworks refuses your request under rights of access, we will provide you with a reason as to why, which you have the right to legally challenge.

Ideaworks, at your request, can confirm what information it holds about you and how it is processed.

You can request the following information:

- Identity and the contact details of the person or organisation (Ideaworks) that has determined how and why to process your data.
- Contact details of the data protection officer, where applicable.
- The purpose of the processing as well as the legal basis for processing.
- If the processing is based on the legitimate interests of Ideaworks, information about those interests.
- The categories of personal data collected, stored and processed.
- Recipient(s) or categories of recipients that the data is/will be disclosed to.
- How long the data will be stored.
- Details of your rights to correct, erase, restrict or object to such processing.
- Information about your right to withdraw consent at any time.
- How to lodge a complaint with the supervisory authority (ICO).
- Whether the provision of personal data is a statutory or contractual requirement, or a requirement necessary to enter into a contract, as well as whether you are obliged to provide the personal data and the possible consequences of failing to provide such data.
- The source of personal data if it wasn't collected directly from you.
- To access what personal data is held, identification will be required

Ideaworks will accept the following forms of ID when information on your personal data is requested: a copy of your driving license, passport or a utility bill not older than three months. A minimum of one piece of photographic ID listed above and a supporting document is required. If Ideaworks is dissatisfied with the quality, further information may be sought before personal data can be released.

All requests should be made by means of email to dataprotection@ideaworks.co.uk or in writing to us at the address below.

9 COMPLAINTS

In the event that you wish to make a complaint about how your personal data is being processed by Ideaworks, you have the right to complain. If you do not get a response within 30 days you can complain to the ICO.

The details for each of these contacts are:

- **Ideaworks (London) Limited**,
attention of the Data Protection Officer 206 Great Portland Street, London, W1W 5QJ
- **Information Commissioners Office (ICO)**
<https://ico.org.uk> / Report a Concern