

# BUTTERFLY DAYS LTD

(& SUBSIDIARY BUSINESS TRADING AS; READMECHILDREN).

## PRIVACY NOTICE

CREATED 27<sup>TH</sup> APRIL 2018

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### BACKGROUND:

Butterfly Days Ltd 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 all of our Stakeholders, Business Contacts, Employees, Outside Agencies, Awarding Bodies, Candidates 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.

#### 1. Information About Us:

Butterfly Days Ltd (& subsidiary business trading as; Readmechildren).

Butterfly Days is a Limited Company registered in England under company number 9997630.

Registered address: c/o Cunningham Accountants, 61 Alexandra Road, Lowestoft, Suffolk, NR33 1PL.

Main trading address: Lark Rise Mill Lane Barnby Beccles Suffolk NR34 7PX

VAT number: The Company is currently not registered for VAT

Data Protection Officer: Hilary Watts.

Email address: h.watts:butterflydays.co.uk

(& for readmechildren hilaryann@readmechildren.club).

Telephone number: 07796341672

Postal Address: As Main Trading Address

Butterfly Days Ltd is regulated by Awarding Body: Innovate Awarding.

Hilary Watts is a member of: National Skills Academy, Skills for Care, Publishers, Trading Standards Office, (see also Website Terms & Conditions, Cookie Policy, e-commerce policy)

#### 2. What Does This Notice Cover?

This Privacy Information explains how we use your personal data: how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data.

#### 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, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

The personal data that we use is set out in Part 5, below.

#### 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 Notice 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 Part 11.

- b) The right to access the personal data we hold about you. Part 10 will tell 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 Part 11 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 Part 11 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 you can ask us for a copy of your personal data held by us to re-use with another service or business in many cases.
- h) Rights relating to automated decision-making and profiling. we do not use your personal data in this way Part 6 explains more about how we use your personal data, including automated decision-making AND/OR [rofileing.

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 Part 11.

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 Personal Data Do You Collect?

We may collect some or all of the following personal data (this may vary according to your relationship with us:

- Name;
- Date of birth;
- Gender;
- Address;
- Email address;
- Telephone number;
- Business name;
- Job title;
- Profession;
- Payment information;
- Information about your preferences and interests;
- National Insurance Number (relevant to candidate funding opportunities).
- Name(s) & date of birth for children where personalised books are purchased

Your personal data is obtained from the following third party:

- Employers;
- Outside Agencies, eg: HMRC, Pension Agencies etc.

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 of the following purposes:

- Providing and managing your account.
- Supplying our products AND/OR services to you. Your personal details are required in order for us to enter into a contract with you.
- Personalising and tailoring our products AND/OR services for you.
- Communicating with you. This may include responding to emails or calls from you.
- Supplying you with information by email AND/OR post that you have opted-in to (you may unsubscribe or opt-out at any time by using the unsubscribe link on the email).
- To provide payroll services that have been contracted to.
- To provide accounting services that have been contracted to.

The list is not exhaustive, please note that you can check with us anytime via email, post of telephone.

With your permission and/or where permitted by law, we may also use your personal data for marketing purposes, which may include contacting you by email AND/OR telephone AND/OR text message AND/OR post with information, news, and offers on our products AND/OR services. You will not be sent any unlawful marketing or spam. We will always work to fully protect your rights and comply with our obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out.

We use the following automated system[s] for carrying out certain kinds of decision-making AND/OR profiling. If at any point you wish to query any action that we take on the basis of this or wish to request 'human intervention' (i.e. have someone review the action themselves, rather than relying only on the automated method), the GDPR gives you the right to do so. Please contact us to find out more using the details in Part 11.

- The following automated decision-making method(s) may be used:
  - Credit Checks using either Experian or Creditserve online services.
- The following automated profiling may take place:
  - Automate Profiling will only be for the purpose(s) of;
    - credit checks (see above),
    - information (name, email address, age) for subscribers to our website newsletter.
    - Information (name, address, email address, age, payment information allowing the Company to collect payment for goods

purchased.

- Information (name, address, email address, age) to be collected with regards to our sales ledger in order that we may despatch goods purchased.
- We will also collect the above information from person(s) that attend our reading club in writing, the attendee can refuse if they do not wish to receive marketing information from the Company.

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. Your personal data will therefore be kept for the following periods (or, where there is no fixed period, the following factors will be used to determine how long it is kept):

- A fixed period of no more than Six calendar months; a request via email, post, telephone to remove all data will be applied within seven working days. This is a personal account for individuals, subject to terms and conditions relating to individual persons using our services and/or products and is subject to our terms and conditions.
- A non-fixed period for returning customers with a thirty-day credit account, for regularly returning customers. A request via email, post or telephone to remove all data will be applied within seven working days. This is account is subject to terms and conditions.
- Where no purchase of product or service has been made by persons with a fixed period account or for persons holding a non-fixed account all data will be removed after a period of six months have lapsed with trading then all data referring to the said person will be removed without further notice. The person or persons may, at their own discretion, re-subscribe via the website, email, or telephone at any time without penalties on the proviso that they do not owe the Company for outstanding purchases, whether product or service.

8. How and Where Do You Store or Transfer My Personal Data?

We will only store your personal data in the UK. This means that it will be fully protected under the GDPR.

9. Do You Share My Personal Data?

We will not share any of your personal data with any third parties for any purposes, subject to the following important exceptions:

In some limited 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.

AND/OR

We may share your personal data with other companies in our group for marketing purposes. This includes our subsidiary; readmechildren.

We may sometimes contract with the following third parties to supply products AND/OR services to you on our behalf. These may include payment processing, delivery, and marketing. In some cases, those third parties may require access to some or all of your

personal data that we hold.

- Innovate Awarding UK.
- Suffolk Brokerage.

*This list is not exhaustive, we will inform the customer should we need to share your data with a third party and always seek your consent to do so.*

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If any of your personal data is required by a third party, as described above, we will take steps to ensure that your personal data is handled safely, securely, and in accordance with your rights, our obligations, and the third party's obligations under the law.

Should we contract with third parties (as described above), and those third parties are located in the UK. If any personal data is transferred to a third party outside of the EEA, we will take all suitable steps in order to ensure that your personal data is treated just as safely and securely as it would be within the UK and under the GDPR, as explained above in Part 8.

#### 10. 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 Part 11

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

We will respond to your subject access request within twenty-one working days 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. You will be kept fully informed of our progress.

#### 11. 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 (for the attention of Mrs Hilary Watts):

- Email address: [h.watts@butterflydays.co.uk](mailto:h.watts@butterflydays.co.uk) or [hilaryann@readmechildren.club](mailto:hilaryann@readmechildren.club)
- Telephone number: 01502476387.
- Postal Address: Lark Rise Mill Lane Barnby Beccles Suffolk NR34 7PX.

#### 12. Changes to this Privacy Notice

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.

Any changes will be made available by submitting you request providing full details of yourself, your company (where applicable) and of the request you are making:

- By request via email, post or telephone
- By posting notifications in our emails:

## BUTTERFLY DAYS LTD

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CREATED 27<sup>TH</sup> APRIL 2018

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[h.watts@butterflydays.co.uk](mailto:h.watts@butterflydays.co.uk) & [hilaryann@readmechildren.club](mailto:hilaryann@readmechildren.club)

- By posting notification on our websites:

[www.butterflydays.co.uk](http://www.butterflydays.co.uk) & [www.readmechildren.club](http://www.readmechildren.club)

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Hilary Watts  
Hilary Watts Director  
27<sup>th</sup> April 2018