



# Website Privacy Policy

## Summary:

Sommerford Associates understands that your privacy is important to you and that you care about how your personal data is used and shared online. We respect and value the privacy of everyone who visits this website, [www.sommerfordassociates.com](http://www.sommerfordassociates.com) ("Our Site") and will only collect and use personal data in ways that are described here, and in a manner that is consistent with Our obligations and your rights under the law.

Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of Our Privacy Policy is deemed to occur upon your first use of Our Site and/or You will be required to read and accept this Privacy Policy when signing up for an Account. If you do not accept and agree with this Privacy Policy, you must stop using Our Site immediately.

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# Website Privacy Policy

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## 1. Definitions and Interpretation

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

<b>“Account”</b>	means an account required to access and/or use certain areas and features of Our Site;
<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. Details of the Cookies used by Our Site are set out in section 13, below;
<b>“Cookie Law”</b>	means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003;
<b>“personal data”</b>	means any and all data that relates to an identifiable person who can be directly or indirectly identified from that data. In this case, it means personal data that you give to Us via Our Site. This definition shall, where applicable, incorporate the definitions provided in the EU Regulation 2016/679 – the General Data Protection Regulation (“GDPR”); and
<b>“We/Us/Our”</b>	means Somerford Associates, a limited company registered in England under company number 4250112, whose registered address is Park House, Church Place, Swindon, SN1 5ED

## 2. Information About Us

- 2.1 Our Site is owned and operated by Somerford Associates, a limited company registered in England under company number 4250112, whose registered address is Park House, Church Place, Swindon, SN1 5ED.
- 2.2 Our VAT number is 783 3893 81.
- 2.3 Our Data Protection Officer is Simon Weaver who can be contacted by email at [info@somerfordassociates.com](mailto:info@somerfordassociates.com), by telephone at 7940 956584 or by post at Park House, Church Place, Swindon, SN1 5ED.

## 3. What Does This 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.

## 4. Your Rights

- 4.1 As a data subject, you have the following rights under the GDPR, which this Policy and Our use of personal data have been designed to uphold:
  - 4.1.1 The right to be informed about Our collection and use of personal data;
  - 4.1.2 The right of access to the personal data We hold about you (see section 12);
  - 4.1.3 The right to rectification if any personal data We hold about you is inaccurate or incomplete (please contact Us using the details in section 14);
  - 4.1.4 The right to be forgotten – i.e. the right to ask Us to delete any personal data We hold about you (We only hold your personal data for a limited time, as explained in section 6 but if you would like Us to delete it sooner, please contact Us using the details in section 14);
  - 4.1.5 The right to restrict (i.e. prevent) the processing of your personal data;
  - 4.1.6 The right to data portability (obtaining a copy of your personal data to re-use with another service or organisation);
  - 4.1.7 The right to object to Us using your personal data for particular purposes; and
  - 4.1.8 Rights with respect to automated decision-making and profiling.
- 4.2 If you have any cause for complaint about Our use of your personal data, please contact Us using the details provided in section 14 and We will do Our best to solve the problem for you. If We are unable to help, you also have the right to lodge a complaint with the UK's supervisory authority, the Information Commissioner's Office.
- 4.3 For further information about your rights, please contact the Information Commissioner's Office or your local Citizens Advice Bureau.

## 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 (please also see section 13 on Our use of Cookies and similar technologies):

- 5.1 name;
- 5.2 business/company name
- 5.3 job title;

- 5.4 contact information such as email addresses and telephone numbers;
- 5.5 IP address;
- 5.6 web browser type and version;
- 5.7 operating system;
- 5.8 a list of URLs starting with a referring site, your activity on Our Site, and the site you exit to;

## 6. How Do We Use Your Data?

- 6.1 All personal data is processed and stored securely, for no longer than is necessary in light of the reason(s) for which it was first collected. We will comply with Our obligations and safeguard your rights under the GDPR at all times. For more details on security see section 7, below.
- 6.2 Our use of your personal data will always have a lawful basis, either because it is necessary for Our performance of a contract with you, because you have consented to Our use of your personal data (e.g. by subscribing to emails), or because it is in Our legitimate interests. Specifically, We may use your data for the following purposes:
  - 6.2.1 Providing and managing your Account;
  - 6.2.2 Providing and managing your access to Our Site;
  - 6.2.3 Personalising and tailoring your experience on Our Site;
  - 6.2.4 Supplying Our products and/or services to you (please note that We require your personal data in order to enter into a contract with you);
  - 6.2.5 Personalising and tailoring Our products and/or services for you;
  - 6.2.6 Replying to emails from you;
  - 6.2.7 Supplying you with emails that you have opted into (you may unsubscribe or opt out at any time by following the instructions included with the email);
  - 6.2.8 Market research;
  - 6.2.9 Analysing your use of Our Site and gathering feedback to enable Us to continually improve Our Site and your user experience;
- 6.3 With your permission and/or where permitted by law, We may also use your data for marketing purposes which may include contacting you by email and/or telephone and/or text message and/or post with information and/or social media contact, news and offers on Our products and/or services. We will not send you any spam and will take all reasonable steps to ensure that We fully protect your rights and comply with Our obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003.
- 6.4 Third parties whose content appears on Our Site may use third-party Cookies,

as detailed below in section 13. Please refer to section 13 for more information on controlling Cookies. Please note that We do not control the activities of such third parties, nor the data they collect and use and advise you to check the privacy policies of any such third parties.

- 6.5 You have the right to withdraw your consent to Us using your personal data at any time, and to request that We delete it.
- 6.6 We do not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Data will therefore be retained for the following periods (or its retention will be determined on the following bases):
  - 6.6.1 for as long as the personal data relates to you as an active client and for a period of 3 years thereafter, or;
  - 6.6.2 for a period of three years following your last response to or engagement with a communication of a business nature;

## 7. How and Where Do We Store Your Data?

- 7.1 We only keep your personal data for as long as We need to in order to use it as described above in section 6, and/or for as long as We have your permission to keep it.
- 7.2 Some or all of your data may be stored outside of the European Economic Area (“the EEA”) (The EEA consists of all EU member states, plus Norway, Iceland, and Liechtenstein). You are deemed to accept and agree to this by using Our Site and submitting information to Us. If We do store data outside the EEA, We will take all reasonable steps to ensure that your data is treated as safely and securely as it would be within the UK and under the GDPR.
- 7.3 Data security is very important to Us, and to protect your data We have taken suitable measures to safeguard and secure data collected through Our Site.

## 8. Do We Share Your Data?

- 8.1 We may sometimes contract with third parties to supply products and services to you on Our behalf. These may include payment processing, delivery of goods, search engine facilities, advertising, and marketing. In some cases, third parties may require access to some or all of your data. Where any of your data is required for such a purpose, We will take all reasonable steps to ensure that your data will be handled safely, securely, and in accordance with your rights, obligations, and the obligations of the third party under the law.
- 8.2 We may compile statistics about the use of Our Site including data on traffic, usage patterns, user numbers, sales, and other information. All such data will be anonymised and will not include any personally identifying data, or any

anonymised data that can be combined with other data and used to identify you. We may from time to time share such data with third parties such as prospective investors, affiliates, partners, and advertisers. Data will only be shared and used within the bounds of the law.

- 8.3 We may sometimes use third-party data processors that are located outside of the European Economic Area (“the EEA”) (The EEA consists of all EU member states, plus Norway, Iceland, and Liechtenstein). Where We transfer any personal data outside the EEA, We will take all reasonable steps to ensure that your data is treated as safely and securely as it would be within the UK and under GDPR.
- 8.4 In certain circumstances, We may be legally required to share certain data held by Us, which may include your personal data, for example, where We are involved in legal proceedings, where We are complying with legal requirements, a court order, or a governmental authority.

## 9. What Happens If Our Business Changes Hands?

- 9.1 We may, from time to time, expand or reduce Our business and this may involve the sale and/or the transfer of control of all or part of Our business. Any personal data that you have provided will, where it is relevant to any part of Our business that is being transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this Privacy Policy, be permitted to use that data only for the same purposes for which it was originally collected by Us.
- 9.2 In the event that any of your data is to be transferred in such a manner, you will not be contacted in advance and informed of the changes.

## 10. How Can You Control Your Data?

- 10.1 When you submit personal data via Our Site, you may be given options to restrict Our use of your data. In particular, We aim to give you strong controls on Our use of your data for direct marketing purposes (including the ability to opt-out of receiving emails from Us which you may do by unsubscribing using the links provided in Our emails).
- 10.2 You may also wish to sign up for one or more of the preference services operating in the UK: The Telephone Preference Service (“the TPS”), the Corporate Telephone Preference Service (“the CTPS”), and the Mailing Preference Service (“the MPS”). These may help to prevent you from receiving unsolicited marketing. Please note, however, that these services will not prevent you from receiving marketing communications that you have consented to receiving.

## 11. Your Right to Withhold Information

- 11.1 You may access certain areas of Our Site without providing any data at all. However, to use all features and functions available on Our Site you may be required to submit or allow for the collection of certain data.
- 11.2 You may restrict our use of cookies. For more information, see section 13.

## 12. How Can You Access Your Data?

You have the right to ask for a copy of any of your personal data held by Us (where such data is held). Under the GDPR, no fee is payable and We will provide any and all information in response to your request free of charge. Please contact Us for more details at [info@somerfordassociates.com](mailto:info@somerfordassociates.com), or using the contact details below in section 14.

## 13. Our Use of Cookies

- 13.1 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 products and/or 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.
- 13.2 By using Our Site you may also receive certain third-party Cookies on your computer or device. Third-party Cookies are those placed by websites, services, and/or parties other than Us. Third-party Cookies are used on Our Site for purposes such as analytics and advertising services. For more details, please refer to section 6, above, and to section 13.6 below. These Cookies are not integral to the functioning of Our Site and your use and experience of Our Site will not be impaired by refusing consent to them.
- 13.3 All Cookies used by and on Our Site are used in accordance with current Cookie Law.
- 13.4 By using our site Cookies will be placed on your computer or device, and you will be shown a prompt, confirming your consent to set those cookies. By giving your consent to the placing of Cookies you are enabling Us to provide the best possible experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however certain features of Our Site may not function fully or as intended.
- 13.5 Certain features of Our Site depend on Cookies to function. Cookie Law deems these Cookies to be “strictly necessary”. These Cookies are shown below in section 13.6. Your consent will not be sought to place these Cookies, but it is still important that you are aware of them. You may still block these cookies by changing your internet browser’s settings as detailed below in section 13.10, but

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please be aware that Our Site may not work properly if you do so. We have taken great care to ensure that your privacy is not at risk by allowing them.

## 13.6 The following Cookies may be placed on your computer or device:

Origin	Name of Cookie	Description	Strictly Necessary
Splunk	is_bot	Detects if the visitor is a bot.	No
GDPR Cookie Consent Plugin	viewed_cookie_policy	The GDPR Cookie Consent plugin sets the cookie to store whether or not the user has consented to use cookies. It does not store any personal data.	Yes
GDPR Cookie Consent Plugin	CookieLawInfoConsent	CookieYes sets this cookie to record the default button state of the corresponding category and the status of CCPA. It works only in coordination with the primary cookie.	Yes
GDPR Cookie Consent Plugin	cookieLawInfo-checkbox-necessary	Set by the GDPR Cookie Consent plugin, this cookie records the user consent for the cookies in the "Necessary" category.	Yes
GDPR Cookie Consent Plugin	cookieLawInfo-checkbox-functional	The GDPR Cookie Consent plugin sets the cookie to record the user consent for the cookies in the category "Functional".	Yes
GDPR Cookie Consent Plugin	cookieLawInfo-checkbox-performance	Set by the GDPR Cookie Consent plugin, this cookie stores the user consent for cookies in the category "Performance".	Yes
GDPR Cookie Consent Plugin	cookieLawInfo-checkbox-analytics	Set by the GDPR Cookie Consent plugin, this cookie records the user consent for the cookies in the "Analytics" category.	Yes
GDPR Cookie Consent Plugin	cookieLawInfo-checkbox-advertisement	Set by the GDPR Cookie Consent plugin, this cookie records the user consent for the cookies in the "Advertisement" category.	Yes
GDPR Cookie Consent Plugin	cookieLawInfo-checkbox-others	Set by the GDPR Cookie Consent plugin, this cookie stores user consent for cookies in the category "Others".	Yes

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WordPress	elementor	The website's WordPress theme uses this cookie. It allows the website owner to implement or change the website's content in real-time.	Yes
Google Analytics	_ga_*	Google Analytics sets this cookie to store and count page views.	No
Google Analytics	_ga	Google Analytics sets this cookie to calculate visitor, session and campaign data and track site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognise unique visitors.	No
Google Analytics	_gid	Google Analytics sets this cookie to store information on how visitors use a website while also creating an analytics report of the website's performance. Some of the collected data includes the number of visitors, their source, and the pages they visit anonymously.	No
Google Analytics	_gat_gtag_UA_*	Google Analytics sets this cookie to store a unique user ID.	No

13.7 Our Site uses analytics services provided by Google Analytics, Vimeo, Jotform and Youtube. Website analytics refers to a set of tools used to collect and analyse anonymous usage information, enabling Us to better understand how Our Site is used. This, in turn, enables Us to improve Our Site and the products and/or services offered through it. You do not have to allow Us to use these Cookies, however, whilst Our use of them does not pose any risk to your privacy or your safe use of Our Site, it does enable Us to continually improve Our Site, making it a better and more useful experience for you.

13.8 The analytics service used by Our Site uses Cookies to gather the required information.

13.9 The analytics service used by Our Site uses the following Cookies:

Origin	Name of Cookie	Description	Strictly Necessary
JotForm	userReferer	Determines how the user accessed the website. This information is used by the website operator in order to	No

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		measure the efficiency of their marketing.	
JotForm	guest	Registers data on visitors' website-behaviour. This is used for internal analysis and website optimisation.	No
JotForm	JOTFORM_SESSION	Registers a unique ID for the visitor in order for the website to recognize the visitor.	No
Google	_GRECAPTCHA	Google Recaptcha service sets this cookie to identify bots to protect the website against malicious spam attacks.	Yes
Cloudflare	__cf_bm	This cookie, set by Cloudflare, is used to support Cloudflare Bot Management.	Yes
Calendly	_cfuid	Calendly sets this cookie to track users across sessions to optimize user experience by maintaining session consistency and providing personalized services	Yes
Incapsula	visid_incap_*	Incapsula sets this cookie to provide cloud-based website security services.	Yes
Incapsula	nlbi_*	The Hotels Network sets this cookie to improve security and provide load-balancing to ensure that a client's requests are sent to the same origin server.	Yes
Incapsula	incap_ses_*	This is an Incapsula DDoS Protection and Web Application Firewall cookie that is used to relate HTTP requests to a certain session.	Yes
YouTube	__Secure-ROLLOUT_TOKEN	Used for secure authentication and managing feature rollouts for YouTube-related services.	No
YouTube	YSC	Youtube sets this cookie to track the views of embedded videos on Youtube pages.	No
YouTube	VISITOR_INFO1_LIVE	YouTube sets this cookie to measure bandwidth, determining whether the user gets the new or old player interface.	No

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YouTube	VISITOR_PRIVACY_METADATA	YouTube sets this cookie to store the user's cookie consent state for the current domain.	No
YouTube	yt.innertube::requests	YouTube sets this cookie to register a unique ID to store data on what videos from YouTube the user has seen.	No
YouTube	yt.innertube::nextId	YouTube sets this cookie to register a unique ID to store data on what videos from YouTube the user has seen.	No
YouTube	yt-remote-device-id	YouTube sets this cookie to store the user's video preferences using embedded YouTube videos.	No
YouTube	ytidb::LAST_RESULT_ENTRY_KEY	The cookie ytidb::LAST_RESULT_ENTRY_KEY is used by YouTube to store the last search result entry that was clicked by the user. This information is used to improve the user experience by providing more relevant search results in the future.	No
YouTube	yt-remote-connected-devices	YouTube sets this cookie to store the user's video preferences using embedded YouTube videos.	No
YouTube	yt-remote-session-app	The yt-remote-session-app cookie is used by YouTube to store user preferences and information about the interface of the embedded YouTube video player.	No
YouTube	yt-remote-cast-installed	The yt-remote-cast-installed cookie is used to store the user's video player preferences using embedded YouTube video.	No
YouTube	yt-remote-session-name	The yt-remote-session-name cookie is used by YouTube to store the user's video player preferences using embedded YouTube video.	No
YouTube	yt-remote-fast-check-period	The yt-remote-fast-check-period cookie is used by YouTube to store the user's video player preferences for embedded YouTube videos.	No
YouTube	yt-remote-cast-available	The yt-remote-cast-available cookie is used to store the user's preferences regarding whether casting is available	No

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		on their YouTube video player.	
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- 13.10 In addition to the controls that We provide, you can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all cookies or only third-party Cookies. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device.
- 13.11 You can choose to delete Cookies on your computer or device at any time, however, you may lose any information that enables you to access Our Site more quickly and efficiently including, but not limited to, login and personalisation settings.
- 13.12 It is recommended that you keep your internet browser and operating system up-to-date and that you consult the help and guidance provided by the developer of your internet browser and manufacturer of your computer or device if you are unsure about adjusting your privacy settings.

## 14. Contacting Us

If you have any questions about Our Site or this Privacy Policy, please contact Us by email at [info@somerfordassociates.com](mailto:info@somerfordassociates.com), by telephone at 01793 698047, or by post at Park House, Church Place, Swindon, SN1 5ED. Please ensure that your query is clear, particularly if it is a request for information about the data We hold about you (as under section 12, above).

## 15. Changes to Our Privacy Policy

We may change this Privacy Policy from time to time (for example, if the law changes). Any changes will be immediately posted on Our Site and you will be deemed to have accepted the terms of the Privacy Policy on your first use of Our Site following the alterations. We recommend that you check this page regularly to keep up-to-date.