

Kardia Social Privacy Policy

1. Introduction

Please read our policy carefully and feel free to contact us with any questions or concerns you may have about our privacy practices.

2. Who we are?

We are Karina Sanna and Di Tunney of **Kardia Social** and you can contact us on any aspect of our Privacy Policy at:

hello@kardia.social

07771 596392

34 The Arena
Standard Hill
Nottingham
NG1 6GL

3. Privacy at Kardia Social

At Kardia Social, your privacy is very important to us and we adhere to strict procedures to ensure that it is protected.

This Privacy Policy details the measures that we take to ensure that any personal data collected during the course of our business activities remains confidential and is only used for the purpose for which it was originally collected unless you give us your consent to do otherwise.

This section contains the following information:

- The services our policy applies to
- The information we collect
- How we use personal information
- The legal basis we have for processing your personal data
- When we share personal data
- Who we share personal data with
- Where we store and process personal data
- How we secure personal data
- How long we keep your personal data for

Kardia Social Privacy Policy

3.1. What services does our policy apply to?

The services provided by Kardia Social that our Privacy Policy applies to are:

- Social Media and Review Site Health Checks covering Websites, Social Media Accounts and Review Site Accounts
- Social Media and Review Site strategy development
- Content creation
- Social Media and Review Site management
- Monitoring & insights

3.2. What information do we collect?

We collect personal information through the following channels:

- Enquiry form on our website
- Purchase of our services
- Business cards we collect in person
- Emails we receive at hello@kardia.social
- Direct messages received through social media
- Registration for our newsletter
- Registration for our webinars
- Surveys and polls

In the normal course of our work, we collect, contact names, company names, trading addresses, phone numbers, email addresses and social media user names of our clients, partners and suppliers.

If contracted to do account management, we will also collect your account login details.

Any information publicly posted about you on social media and review sites by the general public may also be collected. This information may include name, location, service obtained, product purchased, health information, financial information, gender, religion, race or ethnicity, sexual orientation or identity, or any other information members of the public choose to post.

Kardia Social Privacy Policy

3.3. How do we use personal information?

The service and business-related purposes for which we will process data are as follows:

- Personalisation of content, business information or user experience
- Account set-up and administration
- Subscription to our newsletter
- The download of free documents containing useful information
- Targeting marketing activity
- Delivering marketing and events communications
- Carrying out polls and surveys
- Providing goods and services
- Legal obligations (e.g. prevention of fraud)
- Meeting internal audit requirements

3.4. What legal basis do we have for processing your personal data?

We reserve the right to collect and process your data on the following legal grounds:

3.4.1. Consent:

Where you have consented to the collection and processing of personal data for a specific purpose. An example of where we rely on your consent to process your personal data includes sending you our newsletter and marketing emails.

Where we rely on your consent to process your personal data, you have the right to withdraw or decline consent at any time. If you wish to withdraw your consent, please contact us at hello@kardia.social

3.4.2. Legitimate interests

Where it is necessary for a legitimate interest (which is not overridden by your individual privacy interests). Examples of legitimate interests for processing personal data include:

- Fraud prevention
- Improving our website
- Website and network security
- Customer support
- Marketing to our customers
- Where we rely on our legitimate interests to process your personal data, you may have the right to object.

Kardia Social Privacy Policy

3.4.3. Contract:

Where we need to process personal data to deliver a contractual service to you or because you have asked us to do something before entering into a contract (e.g. provide a quote). Specifically, where:

- we have a contract with you and we need to process your personal data to comply with our obligations under the contract.
- we have a contract with you and we need to process your personal data so that you can comply with specific counter-obligations under the contract (e.g. we are processing payment details).
- we haven't yet got a contract with you, but you have asked us to do something as a first step (e.g. provide a quote) and we need to process your personal data to do what you ask. This applies even if you don't actually go on to enter into a contract with us, as long as the processing was in the context of a potential contract with you.

3.4.4. Public interest:

Public authorities and organisations in the scope of public duties and interests

3.4.5. Legal obligation:

Where we are required to process personal data for a legal obligation i.e. it is necessary to comply with an existing EU Member State law. Some examples of these legal scenarios include: A criminal investigation requires the processing of personal data or Court orders or subpoenas require the processing of your personal data.

3.5. When do we share personal data?

We will always treat your personal data confidentially and would only disclose or share it when necessary to provide your services or conduct your business operations, as outlined in our purposes for processing.

Disclosure or sharing of personal data will comply with the following conditions:

- Data will be shared in printed format, electronically via email or via shared online folders
- All printed documents/folders shared will be marked 'confidential' all documents/folders shared electronically will be password protected

Kardia Social Privacy Policy

3.6. Who do we share personal data with?

We may disclose your information, including personal information, to the following people:

- **People involved in processing transactions.** We may use the information clients provide about themselves when placing an order only to provide service to that order. We do not share this information with outside parties except to the extent necessary to provide the service.
- **Our affiliates, third party services providers and partners** who provide data processing services to us (for example, to support the delivery of, provide functionality on, or help to enhance the security of our website or service), or who otherwise process personal information for purposes that are described in this Privacy Policy or notified to you when we collect your personal information.
- **Any competent law enforcement body, regulatory, government agency, court or other third party** where we believe disclosure is necessary (i) as a matter of applicable law or court order or regulation, (ii) to exercise, establish or defend our legal rights, or (iii) to protect your vital interests or those of any other person.
- **A potential buyer or investor (and its agents and advisers)** in connection with any proposed purchase, merger or acquisition of any part of our business, provided that we inform the buyer it must use your personal information only for the purposes disclosed in this Privacy Policy.
- **Any other person** with your consent to the disclosure.
- In certain situations, we may be required to disclose personal data in response to **lawful requests by public authorities**, including to meet national security or law enforcement requirements.

3.7. Where do we store and process personal data?

All data is stored within the UK. It is stored on our own devices and/or cloud-based services which are all password protected.

Kardia Social Privacy Policy

3.8. How do we secure personal data?

We adopt appropriate data collection, storage and processing practices and security measures to help protect against unauthorised access, alteration, disclosure or destruction of your personal information, username, password, transaction information and data stored on our website.

We employ the following measures to ensure data security:

- All data held on personal devices is backed up in the cloud
- All devices used, require authentication to access confidential data and all data stored in the cloud is password protected
- All devices are covered by insurance policies that ensure immediate replacement if lost or damaged
- Any files containing personal data which are transferred between Kardia Social and the client are password protected
- Any files containing personal data which are transferred between Kardia Social and a third party are also password protected

3.9. How long do we keep your personal data for?

We will keep your personal information for the period necessary to fulfil the purposes described in this Privacy Policy unless a longer retention period is permitted or required by law. After this time, your data will be deleted.

In specific circumstances, we may store your personal information for longer periods of time so that we have an accurate record of your dealings with us in the event of any complaints or challenges, or if we reasonably believe there is a prospect of litigation relating to your personal information or dealings.

Kardia Social Privacy Policy

4. Your rights in relation to personal data

Under the GDPR, you have the right to:

- Access personal data relating to your organisation
- Ask for personal data relating to your organisation to be amended or deleted
- Withdraw consent (if processing data on the condition of consent)
- Specify a restriction of processing or raise an objection
- Lodge a complaint with the Information Commissioner's Office

by submitting a formal, verified request via email to hello@kardia.social. Your rights as specified above may be limited, if your request may expose personal data about another person, or if you ask to delete data which you are required to keep by law.

5. How to contact us?

If you have questions or concerns about your privacy practices, personal information, or if you wish to file a complaint, you can contact us at hello@kardia.social

6. Use of cookies and other technologies

We use cookies and similar tracking technology (collectively, "Cookies") to collect and use personal information about you. For more information about our cookies and their use, please see our [Cookie Policy](#).

7. Linking to other websites / third-party content

You may find content on our website and social media channels that links to the sites and services of our partners, suppliers, advertisers, sponsors, licensors and other third parties, for the purpose of giving access to further relevant information. These links do not constitute an endorsement of these external sites and services and we do not take any responsibility for the content (or information contained within) on any linked website or resource. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to our website, is subject to that website's own terms and policies. We encourage you to review the Privacy Policies of any third-party site you may visit.

Kardia Social Privacy Policy

8. Your Choices

It is optional for you to provide us with information. Depending on the activity, some of the information we ask you to provide is identified as mandatory and some is identified as voluntary. If you do not provide the mandatory information for a particular activity that requires it, you will not be permitted to engage in that activity.

8.1. Emails

We periodically send out emails to keep you up to date with our products and services, advise you of any special offers or promotions and request your participation in surveys. You can opt-out of receiving future promotional email messages from Kardia Social by following the opt-out instructions provided in any such message you receive. Please note that it may take up to ten (10) days to process your request. Please also be aware that we may continue to send you transactional and administrative communications, such as emails confirming your transactions with us.

8.2. SMS and Text Messages

If you volunteer a mobile phone number, you may receive periodic text messages about new products, services, and/or upcoming events. If you do not wish to receive text messages from us, please email us at hello@kardia.social