

GDPR & privacy policy

Introduction

East Coast Estate Planning are committed to protecting your privacy. This Privacy Policy applies to all websites owned or operated by East Coast Estate Planning, including <https://www.eastcoastestateplanning.co.uk>. This Privacy Policy governs our data collection, processing and usage practices. It also describes your choices regarding use of, access to, erasure of and correction of your personal information. This Privacy Policy does not apply to the products or websites of our business partners, affiliates or to any other third parties, even if their products or websites are linked to or from our websites.

If you have any questions about this Privacy Policy or how we collect, use or process your personal information or how you may access, erase and correct your personal information, please contact us using the contact details described in the section – Who we are.

Who we are

East Coast Estate Planning are a professional will writing company based in Scarborough, North Yorkshire. Our details are as follows:

Company name: **East Coast Estate Planning**

Registered address: **7a Southdene, Filey, YO14 9BB**

Contact number: **07308 479 639**

Email address: **hello@eastcoastestateplanning.co.uk**

What personal data we collect

We may ask you to provide personal information when you:

- Visit our websites;
- Purchase our services;
- Request services, support, or information;
- Subscribe to newsletters and promotional emails;
- Interact with social media;
- Contact us, provide feedback or leave reviews;

Visit our websites

We will collect information when you visit our websites, including the pages you view, the links you click, and other actions you take in connection with our websites. We also collect information from the browser you used to come to our websites, such as your IP address, MAC address, browser type and language, operating system version, search terms you enter, the date and time when you accessed our websites or services, how long you stay on our websites or use our services, one or more cookies that uniquely identify your browser, the Uniform Resource Locator (“URL”) of the website that referred you to our website and if you click on a link on our website, which URL that link takes you to away from our website. This

information DOES NOT IDENTIFY YOU PERSONALLY. This data collection is managed by the third-party software Google analytics. This helps us to understand what our customers want and to continually improve our website and service. Read Google's privacy policy here, <https://policies.google.com/privacy/update?hl=en> along with details of the cookies that Google Analytics set, here <https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>.

Purchase our services

If you purchase one of our products or services, whether through our website or directly, you may be asked for personal information, including, your name, billing and shipping addresses, telephone number, email, credit card or PayPal information.

Request services, quotations or information

If you contact us to request services, quotations or further information, we may request your name, email address, home address and telephone number. If you are contacting us on behalf of your employer, we also may collect your business or company information or other relevant information.

Subscribe to newsletters and promotional emails

When you receive newsletters or promotional emails from us, we may use cookies, customized links or other technologies to recognize you, to determine whether the email has been opened, which links you click, and whether you purchased our products or services. The data is used to help us determine the effectiveness of our communications with you, gather demographic information about our user base, provide you with communications and product and service offerings more tailored to your personal interests, to serve targeted advertising on other websites around the Internet and to provide security. This data collection is managed through MailChimp. Read the privacy policy for MailChimp here, <https://mailchimp.com/legal/privacy/>

Interact with Social Media

Our websites allow users to interface with social media websites such as Facebook, Twitter, Google+ and others. If you choose to “like” our websites or products or share information from the our websites to social media websites, those social media websites may collect personal information about you. If you have an account with a social media site, the social media site may connect personal information that you may have provided to that social media site with information regarding your website visit. Social media websites also may allow third-parties to provide us personal information about you, including your name, email address, and other personal information. The data we receive is dependent upon your privacy settings with the social media website. Social media features (such as a Like button) are either hosted by a third-party or hosted directly on our website. Your interactions with these features are governed by the privacy statement of the company providing it. You should review, and if necessary, adjust your privacy settings on third-party websites and services before linking or connecting them to our website.

Contact us, or leave reviews

When you contact us by telephone, we collect the information you chose to provide us. If you contact us by email, we will collect the same information we collect when you visit our websites and any other information you chose to provide us in the email. If you leave reviews for our business on third-party websites, that information will be governed by the privacy policy of the said website. We may publish reviews you have left on other websites on our own website.

How We Use Your Personal Information

We use your personal information and technical information to:

- Complete your transaction for products and/or services that you ordered, to process any refunds or chargebacks, manage disputes or related issues, provide receipts, recover debt and collections, and fulfilling other technical, logistical, financial, tax, legal, compliance, administrative, or back office functions. In support of these uses, our business may share your financial information with banks and other entities that process payment transactions or other financial services;
- Deliver products, services and support to you;
- Send communications to you, such as your transaction status (for example, order confirmations or remaining time on products or services), newsletters and other product information;
- Provide you information about promotional offers;
- Maintain, protect, and improve our products, services, websites, technologies, communications with you and our relationship with you;
- Enforce our conditions of sale, website terms and any separate contracts with you;
- Detect and prevent fraud;
- Detect and prevent violations of law or legal agreements;
- Protect the company and its employees;

Disclosing personal information

We may disclose your personal information in connection with a financial audit, law enforcement, national security, fraud prevention, or other legal action (such as a subpoena or court order); as required by law or regulation; or if we reasonably believe it is necessary to protect us, our customers or the public.

As we continue to develop our business, we might sell or buy products, subsidiaries, or business units. In such transactions, personal information may be reviewed as part of the business due diligence and generally is one of the transferred business assets but remains subject to the promises made in any pre-existing privacy policy. Also, in the event that our business, or some or all of its assets are acquired, customer information will of course be one of the transferred assets.

What rights you have over your data

At any point, you may unsubscribe from newsletters or marketing materials by clicking on the unsubscribe link that appears at the very bottom of each message you receive from us. Please note that you cannot opt-out of receiving non-promotional messages regarding your account, such as technical notices, purchase confirmations, renewal reminders, or service-related emails. Subject to applicable laws, you may have the right to ask us to:

- provide a copy of the personal information that we have collected about you;
- correct or update your personal information;
- delete or erase your personal information;
- restrict or object to the way in which we process your personal information;
- withdraw any consent that you may have given to us;

In order to comply with the above requests, we may ask you to provide us with the necessary information to verify your identity. We will respond to legitimate requests within thirty days of the request. In certain instances and subject to applicable laws (including, for example, tax, audit and reporting obligations), we may need to extend our response time or we may not be able to fulfill your requests. If we cannot fulfill your requests, we will explain why we cannot do so.

To make these requests or for more information about your rights, please contact us using the email address in our section – Who we are.

How long we keep your data

We will not hold your data any longer than necessary. The length of time we retain it will depend on any legal obligations we have (such as tax recording purposes). The contracts we have in place between us as well as the consent you have provided will also all have a bearing on when your data is destroyed. Unless you provide extended consent during contact with us, we would normally delete your information within 12 months of any enquiry you make. If you purchase our services, we will keep your information for a period of 5 years in order to fulfil our own legal obligations for tax recording.

How we protect your data

We are committed to protecting the security of your information. We use a variety of security technologies and procedures to help protect your information from unauthorized access, use, or disclosure taking into account the level of risk, the nature of the information and how it is going to be used. These measures include; running Apache in a chrooted environment with suExec, sophisticated IDS/IPS systems which block malicious bots and attackers, ModSecurity installed on our servers with weekly security rules updates, encryption using Secure Socket Layer (SSL) technology, passwords, physical security, Wordfence – A WordPress Security Plugin. While we strive to protect your personal information, we cannot and do not ensure or warrant that the personal information or private communications you transmit to us will always remain private, and you do so at your own risk.