

# LOVE MILLY – GDPR

The policy: **This privacy policy notice is served by Love Milly, Regus – 26 Kings Hill Avenue, ME19 4AE under the website [www.lovemillyofficial.co.uk](http://www.lovemillyofficial.co.uk).**

**The purpose of this policy is to explain to you how we control, process, handle and protect your personal information through the business and while you browse or use this website. If you do not agree to the following policy you may wish to cease viewing / using this website, and or refrain from submitting your personal data to us.**

## **Processing of your personal data**

Under the GDPR (General Data Protection Regulation) we control and process any personal information about you electronically using the following lawful bases.

**Data retention period:** We will continue to process your information under this basis until you withdraw consent or it is determined your consent no longer exists.

## **Sharing your information:**

We do not share your information with third parties. / We do share your personal information with third parties.

We use cookies on this website to provide you with a better user experience. We do this by placing a small text file on your device / computer hard drive to track how you use the website, to record or log whether you have seen particular messages that we display, to keep you logged into the website where applicable, to display relevant adverts or content, referred you to a third party website.

## **Some cookies are required to enjoy and use the full functionality of this website.**

We use a cookie control system which allows you to accept the use of cookies, and control which cookies are saved to your device / computer. Some cookies will be saved for specific time periods, where others may last indefinitely. Your web browser should provide you with the controls to manage and delete cookies from your device, please see your web browser options.

## **Data security and protection**

We ensure the security of any personal information we hold by using secure data storage technologies and precise procedures in how we store, access and manage that information. Our methods meet the GDPR compliance requirement.

## **Fair & Transparent Privacy Explained**

We have provided some further explanations about user privacy and the way we use this website to help promote a transparent and honest user privacy methodology.

## **Email marketing messages & subscription**

Under the GDPR we use the consent lawful basis for anyone subscribing to our newsletter or marketing mailing list. We only collect certain data about you, as detailed in the "Processing of your personal data" above. Any email marketing messages we send are done so through an EMS, email marketing service provider. An EMS is a third party service provider of software / applications that allows marketers to send out email marketing campaigns to a list of users. Email marketing messages that we send may contain tracking beacons / tracked clickable links or similar server technologies in order to track subscriber activity within email marketing messages. Where used, such marketing messages may record a range of data such as; times, dates, I.P addresses, opens, clicks, forwards, geographic and demographic data. Such data, within its limitations will show the activity each subscriber made for that email campaign.

Any email marketing messages we send are in accordance with the GDPR and the PECR. We provide you with an easy method to withdraw your consent (unsubscribe) or manage your preferences / the information we hold about you at any time. See any marketing messages for instructions on how to unsubscribe or manage your preferences, you can also unsubscribe from [lovemillyofficial.co.uk](http://lovemillyofficial.co.uk) at any time.