



BUMBLEBEE

Bumblebee's Privacy Policy

Bumblebee (registered company Bumblebee Books Ltd, no 12856089) is committed to protecting your privacy. We will use the information that we collect about you in accordance with the Data Protection Act 1998, the Privacy and Electronic Communications Regulations 2003, and the EU GDPR requirements of 2018. This policy may change from time to time so please check it periodically. It was last updated on 15 October 2020.

Bumblebee will only ask for your postal and email addresses to communicate with you about your order, or if you wish to sign up for our weekly email newsletter. We will only send you email marketing communications if we have record of you having agreed to receive email communications, or if we believe there is a legitimate interest. You can let us know that you do not wish to receive our occasional marketing emails by sending a message to hello@bumblebeeonline.co.uk with 'opt out' in the title line.

We will never sell or share your personal data. We may publish aggregated, anonymised data which demonstrates Bumblebee's reach and impact, but no individuals will be identifiable from this.

Questions?

More detailed information is below. Any questions you have in relation to this policy or how we use your personal data should be sent to Imogen Bond at hello@bumblebeeonline.co.uk or addressed to Imogen Bond, Bumblebee, 117a Waldegrave Road, Teddington, TW11 8LL.

THE INFORMATION WE COLLECT

We create customer accounts on our secure databases on Wordpress, Stripe and Mailchimp, when you:

- Subscribe to Bumblebee or are gifted a Bumblebee subscription
- Sign up to Bumblebee's mailing list to receive our weekly email newsletter

Customer accounts record personal data provided by you when purchasing or signing up and include:

- personal details (name, address, email address, telephone number, etc)
- financial information (payment details such as encrypted card details)

NB Your card details will be securely stored for auto-renewal if you purchase a monthly rolling subscription; the details are immediately encrypted by our Wordpress and Stripe databases, and so cannot be accessed other than to make payments to Bumblebee for which you have given your consent.

Your data is held securely in line with best practice set by the Information Commissioner's Office (ICO). Access to customer information is strictly controlled. The Wordpress and Stripe systems can only be accessed by people who need it to do their job.

Information created by your involvement with Bumblebee

Individuals enjoy and engage with Bumblebee in various ways, and some of that interaction is recorded on our databases and social media. For example, if you choose to share an image and information about what you have made inspired by your Bumblebee book, and share this via our social media channels, or via our website, a record is kept of the interaction. If you upload images to our website you will be asked to give your consent to the images being shared on our social media channels, along with your first name, age (if under 18) and any comment you wish to make about it. You can share anonymously simply by telling us this and we will respect your right to anonymity. We will never share your name or age without your consent. If we have shared something you've submitted but you then change your mind about sharing it – simply contact us at hello@bumblebeeonline.co.uk and we will remove it immediately.

We may collect or use information from social media if you interact with us through our social media pages. For example if you tweet comments to us @Bumblebeebooksonline we may use your feedback to promote Bumblebee. We will always ask for your consent to do this.

Occasionally, we may collect information about subscribers (eg particularly well-known or influential people) from public sources. This could include public databases (such as the Charity Commission or Companies House), news or other media. Such research is generally undertaken infrequently and for only a very small number of customers. Undertaking this research helps us to focus our resources and ensure communications are relevant.

How we use your personal information

We use personal data for administrative purposes (i.e. to carry out our work). This includes:

- maintaining databases of our subscribers and email newsletter subscribers
- fulfilling orders for subscriptions placed via our website
- helping us respect your choices and preferences (e.g. if you ask not to receive marketing material, we'll keep a record of this).

We use your personal information (including your name, contact details and transaction history) to fulfil your orders, maintain financial records, provide customer service and for analysis. We may share your personal information with other organisations for these purposes (eg with Royal Mail for deliveries). We will not otherwise share your personal information with any third party organisations.

We use some of the information we collect about you, such as what you've told us you're interested in, to tailor the marketing communications we send to you (unless you have requested not to receive such communications).

Opting into and out of marketing communications

When you purchase a subscription on our website you must provide us with an email and post address in order for us to complete the order, but you can choose whether you would like to receive marketing communications from Bumblebee by email. Once you have a user account, you can manage your preferences at any time by clicking 'unsubscribe' when you receive a communication from us, or by emailing hello@bumblebeeonline.co.uk. We will include opt-out instructions in any marketing communication you receive from us.

Other communications

If you have opted out of marketing communications, we may still get in touch with you. For example, we may email you to give you important information about your subscription, such as when it is ending.

We may occasionally send marketing information to you by post, but only to current subscribers.

You may be included in our market research (such as a customer survey, which we use to improve our service) even if you have opted out of marketing communications. You will be given the opportunity to opt out in any message you receive from us.

YOUNG PEOPLE

As some of our subscriptions are aimed at children and young people, to promote these subscriptions we may produce communications on our social media, our weekly newsletter and funding applications or reports in which photographs and/or stories about subscribers will appear. Emailed permission is sought from parents/guardians, without exception, before photographs of anyone under 18 years of age are used. If a parent / guardian chooses to share photographs via our website they will be asked for their consent for us to share it. If they choose to share photographs of under 18s interacting with Bumblebee via their own social media, we will request permission privately before resharing it on Bumblebee's social media channels.

How long we store information

We will only use and store information for so long as it is required for the purposes for which it was collected. How long information will be stored for depends on the information in question and what it is being used for. For example, if you purchase a subscription from us we will retain your details and the details of your purchase for seven years.

We continually review what information we hold and delete what is no longer required.

YOU HAVE CONTROL OF YOUR DATA

We want to ensure you remain in control of your personal data. Part of this is making sure you understand your legal rights, which are as follows:

- to have confirmation as to whether we hold personal data for you, and if so have access to a copy of the personal information we hold for you (this is known as a subject access request);
- to have any inaccuracies in the data we hold for you corrected;

- to have your data erased (though this will not apply where it is necessary for us to continue to use the data for a lawful reason);
- the right to object to your data being used for marketing or profiling; and
- where technically feasible, you have the right to personal data you have provided to us which we process automatically on the basis of your consent or the performance of a contract. This information will be provided in a common electronic format.

Please bear in mind that there are exceptions to the rights above and, though we will always try to respond to your satisfaction, there may be situations where we are unable to do so.

If you would like further information on your rights or wish to exercise them, please email Imogen Bond on hello@bumblebeeonline.co.uk and we will do our best to help.

If you are not happy with our response to your request or complaint about data protection, or you believe that your data protection or privacy rights have been infringed, you can complain to the UK Information Commissioner's Office which regulates and enforces data protection law in the UK. Details of how to do this can be found at www.ico.org.uk

WEBSITE, COOKIES AND LINKS TO OTHER SITES

Using our website

We receive and store certain details whenever you use the Bumblebee website. We log your computer's IP address and the requests it makes to our servers. Our website uses cookies to enable online transactions, and to understand how people use our website.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

When we send you an email

We keep a record of the emails we send you, and we may track whether you receive or open them (if your email software provides this information). If you click on a link in an email, we will log this. We may then track any subsequent actions online, such as buying a subscription.

We do this to ensure the information we send is relevant or of interest to you, to ensure we are making best use of our resources and that you receive a reasonable level of communication from us.

Links to other sites

Our website and weekly newsletters contain hyperlinks to other websites. We are not responsible for the content or functionality of any of those external websites (but please let us know if a link is not working and we will rectify it).

If an external website requests personal information from you (e.g. in connection with an order for goods or services), the information you provide will not be covered by Bumblebee's Privacy Policy. We suggest you read the privacy policy of any website before providing any personal information.

When purchasing goods or services from any of the businesses that our site links to, you will be entering into a contract with them (agreeing to their terms and conditions) and not with Bumblebee.

CHANGES TO THIS PRIVACY POLICY

We will review this Privacy Policy at least once a year to ensure it remains up-to-date and accurately reflects how and why we use your personal data. The current version of our Privacy Policy will always be posted on our website.

This Privacy Policy was last updated on: 15 October 2020