

## **Privacy Policy for By The Dart Ltd (also trading as South Devon Magazines)**

The following privacy policy sets out how we collect, store, use and protect the information about local companies and businesses identified on this website ([www.bythedart.co.uk](http://www.bythedart.co.uk)), those companies that advertise in our magazines and on our websites and the subscribers to our magazines.

We may modify or update this Privacy Policy from time to time to reflect the changes in our business and practices, and so you should review this page periodically. When we change the policy in a material manner we will let you know and update the 'last updated' header as below.

This Privacy Policy was last amended on 29 May 2018.

### **What we collect**

#### 1. Personal data:

When we say your "personal data", we mean any information that identifies any person that you provide to us.

Your "personal data" may also be contained in information that we collect about you in connection with your order (for advertising or subscriptions) or otherwise interact with us for example by electronic mail.

When it comes to your personal data, we comply with our obligations under the General Data Protection Regulation and any other applicable data protection legislation from time to time.

Your personal data includes the information you provide, on [www.bythedart.co.uk](http://www.bythedart.co.uk) website (including any forms you complete), or during an electronic mail enquiry about you.

We do not knowingly collect or solicit any personal data from anyone under the age of sixteen or knowingly allow such persons to purchase goods from us. [Bythedart.co.uk](http://Bythedart.co.uk) is not directed at children under the age of sixteen. In the event that we learn that we have collected personal data from a child under age sixteen without verification of parental consent, we will delete that information as quickly as possible.

#### 2. Business data:

We may collect the following information:

- Name
- Email address (s)
- Contact telephone number(s)
- Company name
- Company address

- Company website and social media urls
- Company business category

### **How we use this data**

Publicly available information e.g. information on companies' own websites such as business category, address, telephone numbers, website and social media urls and main email contacts, is researched and collated and used to populate information in the business directories on our websites and/or our printed business directories. We will only hold this information for as long as we publish updates for these directories or until we find out such businesses are no longer relevant to the directories or have ceased trading. We try to clean such directory databases at least once a year. You may ask us to update out of date or inaccurate information we hold about you by getting in touch using the details at Section "How to Contact Us" at the end of this policy.

We also collect this data or similar to process enquiries and orders from advertisers (including prospective advertisers) and our subscribers. Collecting this data helps us to do this quickly and effectively and provide a better experience for all users and clients. Specifically, we may use data for the following reasons:

- Internal record keeping
- To improve our products and services
- To contact you in response to an enquiry
- To send you promotional emails and offers for legitimate business purposes e.g. that we think may be of interest to you
- To process your payments such as by credit or debit card
- To customise our websites for you
- To contact you for market research purposes

If you would like us to stop providing you with promotional emails, just contact us using the details in Section "How to Contact Us" at the end of this policy. Please note, this may take up to one working day to take effect. We also include unsubscribe links on our emails.

### **Controlling and disclosure of personal information**

We currently do not collect personal information via our websites other than where users submit event information. Should we ever do so in future, you will see one or more tick boxes allowing you to opt-in to receive marketing communications from us by email, telephone, text message or post.

We will never pass on your personal information to third parties unless current laws or regulatory bodies require us to do so. We will, however, share your data with named third party competition prize donors where explicit consent has been given by you for data to be shared with these partners.

If you send a testimonial or comment to us, we may post it on our websites or use it in advertising materials. We will attribute your testimonials to you by posting your first name and last initial next to your testimonial on our site or advertising materials, if provided.

Any personal information we hold about you is stored and processed under our data protection policy, in line with The General Data Protection Regulation (GDPR).

We take reasonable measures to ensure that:

- Your personal data that we process is accurate and, where necessary, kept up to date, and
- Any of your personal data that we process that is inaccurate (having regard to the purposes for which it is processed) is erased or rectified without delay.

From time to time we may ask you to confirm the accuracy of your personal or business data.

### **Our use of cookies on our websites**

Cookies are small files placed on your computer's hard drive that enable our website to identify your computer as you browse through the site. Cookies allow websites and applications to store your preferences to present content, options or functions that are specific to you. They also enable us to see information like how many people use the website and what pages they tend to visit.

We may use cookies to analyse data in the following ways:

- Analyse our web traffic to improve the website structure, design, content and functions
- Recognise when you return to our website to show you relevant content, or provide functionality you used previously

Cookies do not provide us with access to your computer or any information about you, other than that which you choose to share with us.

### **Controlling cookies**

You can use your web browser's cookie settings to determine how our website uses cookies. If you do not want our website to store cookies on your computer or device, you should set your web browser to refuse cookies. However, please note that doing this may affect how our website functions. Some pages and services may become unavailable to you.

We use Google Analytics to analyse the use of our websites. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to our website is used to create reports about the use of the website.

Google will store this information. Google's privacy policy is available here:  
<http://www.google.com/policies/privacy/>

We also use cookies to offer you remarketing opportunities within the Google Adwords remarketing service, and Google Doubleclick. These cookies relate to your browsing history within our own websites and other websites you visit. We sometimes publish Google AdSense interest-based advertisements on our websites. These are tailored by Google to reflect your interests. To determine your interests, Google will track your behavior on our website and on the other websites across the web. You can view, delete or add interest categories associated with your browser using Google's Ad Preference Manager, available at: [www.google.com/ads/preferences](http://www.google.com/ads/preferences). You can opt out of the AdSense partner network at: [www.google.com/privacy/ads](http://www.google.com/privacy/ads) and out of the Doubleclick cookie using this browser plug in: <https://www.google.com/settings/ads/plugin> however these opt-out mechanisms use cookies, and if you clear the cookies from your browser your opt-out will not be maintained

### **Links to other websites**

Our websites contain links to other websites. However, we have no control of websites outside those explicitly operated by us. If you provide information to a website to which we link, we are not responsible for its protection and privacy. Always be wary when submitting data to websites and read the site's data protection and privacy policies fully.

### **Security**

We will always hold your information securely.

To prevent unauthorised disclosure or access to your information, we have implemented robust physical and electronic security safeguards.

We also follow stringent procedures to ensure we work with all personal data in line with The General Data Protection Regulation (GDPR).

### **How to Contact Us**

You can contact us by emailing [mark@southdevonmagazines.co.uk](mailto:mark@southdevonmagazines.co.uk) or by writing to us at the registered address below.

By The Dart Ltd is registered in England & Wales - Reg. No. 6456819.  
Registered Office: High Springs, Brixham Road, Kingswear, Dartmouth, Devon  
TQ6 0DY • [mark@bythedart.co.uk](mailto:mark@bythedart.co.uk)