



Alex Mackie ('my', 'me' or 'I'), whose business alias is PT Mac, is committed to protecting your privacy. Any information you choose to give me will be stored securely and will be used with respect.

## **1. About this Website Privacy Policy**

This Privacy Policy describes how I collect and use the personal information of visitors to its website [www.ptmac.co.uk](http://www.ptmac.co.uk) (my website) and/or those who may enquire about a service via the contact feature embedded within my website.

It is important that visitors to my website read this policy, together with any other privacy information or notices I may provide on specific occasions I collect or process personal information, so all are aware of how and why I am using such information.

Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of my Privacy Policy is deemed to occur upon your first use of my website. If you do not accept and agree with this Privacy Policy, you must stop using my website immediately.

At my discretion, I may change this policy from time to time. The latest policy can always be found on this page. You should check this page regularly to ensure you are happy with any changes. This policy is effective from November 2021.

Alex Mackie is the person responsible for managing personal information. I can answer any questions about the use of personal information when contacted via [info@ptmac.co.uk](mailto:info@ptmac.co.uk)

## **2. What does this Policy cover?**

This Privacy Policy applies only to your use on my website. Unless indicated, all paragraphs in this Privacy Policy refer to the way in which I collect, handle, store and use your data from my website and/or business.

## **3. Personal Information I collect and why I collect it**

I may collect the following information:

- Contact Information for the purpose of liaising with you. This may include:
  - Full Name
  - Full Address
  - Email Address
  - Phone/Mobile Numbers
- Bank details for the purpose of payments and refunds regarding my services
- Records of previous bookings made with me
- Consent of your acceptance of this Privacy Policy



I require this information to understand your needs, provide you a premium service and ensure I meet any legal, accounting, or reporting requirements.

I retain information for the following reasons:

- To maintain my accounts and records
- To support and manage my clients
- To improve and promote my products and services
- To possibly periodically send promotional emails, to the email address you have provided, about special offers or other information which I think may be of interest to you

#### **4. Storing your Information and Data Retention**

Information from completed enquiry forms from my website is emailed to [info@ptmac.co.uk](mailto:info@ptmac.co.uk), an Outlook email provider which uses Microsoft servers for email data storage and stored on Wix servers. All information I obtain, which includes, but not limited to, any completed forms, photos, tracking of consent, and statistical data, is stored using Microsoft's secure services within a client specific folder. Microsoft's secure service servers are located within the UK. Microsoft and Wix have their own data protection policies and procedures in place; these can be found via their websites.

I only retain your personal information for as long as necessary to fulfil the purposes for which it was collected, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal information, I consider the purposes for which I process your personal information and whether I can achieve those purposes through other means, and the applicable legal requirements.

Alex Mackie will use services offered by Microsoft, OneDrive, MyFitnessPal, Zoom and Wix. Alex Mackie is not associated with Microsoft, OneDrive, MyFitnessPal, Zoom or Wix. They each have their own data protection policies in place, meaning Alex Mackie will not be held liable for any data misuse, breach or loss associated to Wix, Zoom, MyFitnessPal, Microsoft's OneDrive, or Microsoft in general. Alex Mackie will adhere to the General Data Protection Regulations, and Data protection Act of 2018 as set and governed by UK Law and the Information Commissioning Office.

#### **5. Sharing your information**

I sometimes need to share the personal information I process with yourself and other organisations which include:

- Central government



- Financial organisations, including:
  - my Business Bank
  - my accounting software
  - my third party, external accountants

I contract with third parties to supply services on your and my behalf. These may include, but not limited to, payment processing, delivery of goods, search engine facilities, advertising, website hosting and marketing. In some cases, the third parties may require access to some or all of your data. Where any of your data is required for such a purpose, I will take all reasonable steps to ensure that your data will be handled safely, securely, and in accordance with your rights, the UK's Data Protection Acts, and the obligations of the third party, under the law.

Wix, my website host and analytical information provider, has servers all over the world, including Europe and the US, as well as back up servers. For more information regarding Wix Analytics, please read their privacy policy: <https://www.wix.com/about/privacy>

## 6. What decisions can you make about your information?

Data protection legislation gives individuals several rights regarding personal information. These rights are as follows:

- **Rectification:** if information I hold about you is incorrect or incomplete you can ask me to correct or complete it via emailing [info@ptmac.co.uk](mailto:info@ptmac.co.uk)
- **Access:** you can also ask what information I hold about you and be provided with a copy. This is commonly known as making a subject access request. I will also give you extra information, such as why I use this information about you, where it came from and what types of people I have sent it to.
- **Deletion:** where there is no other legal ground for the processing the data I have, you can ask me to delete the information that I hold about you in certain circumstances. For example, where I no longer need the information.
- **Portability:** you can request the transfer of your information to you or to a third party in a format that can be read by computer in certain circumstances.
- **Restriction:** my use of information about you may be restricted to simply storing it in some cases. For example, if you tell us that the information is inaccurate, I can only use it for limited purposes while we check its accuracy.
- **Object:** you may object to me using your information where:



- I am using it for direct marketing purposes (e.g. to send you an email about a fundraising opportunity);
- the legal basis on which I am relying is either legitimate interests or performance of a task carried out in the public interest;
- if I ever use your information for scientific or historical research purposes or statistical purposes.

Please note that the right to object as outlined above is not absolute. I will consider any requests thoroughly but are not necessarily required to stop using the personal data if they object.

If you want to exercise any of your rights, please contact me via [info@ptmac.co.uk](mailto:info@ptmac.co.uk).

I may need to ask for evidence of your identity before progressing your request.

You have a right to lodge a complaint with a data protection supervisory authority. The supervisory authority in the UK is the Information Commissioner's Office. If you do have any concerns about how I have handled your personal information, I would kindly ask that you contact me in the first instance before you speak to the ICO, so that I have an opportunity to put things right.

## **7. Security**

I am committed to ensuring information is secure. In order to prevent unauthorised access or disclosure to the information, I have put in place suitable physical and electronic procedures to safeguard and secure the information I collect online, such as the HTTPS security protocol which is validated by an SSL certificate, complex password security and encryption.

My website may contain links to other websites; I will not sell, distribute or share your data with any other website unless permission was given or I was required by law to do so. Please note I have no control over how your data is collected, stored, or used by other websites; I therefore advise you to check the privacy policies of any such websites before providing any data to them.

## **8. Cookies**

This website uses cookies – small text files that are placed on your device to help the site provide a better user experience. In general, cookies are used to retain user preferences, store information for things like shopping carts, and provide anonymised tracking data to third party applications like Wix Analytics. As a rule, cookies will make your browsing experience better. However, you may prefer to disable cookies on this site and on others. The most effective way



to do this is to disable cookies in your browser. We suggest consulting the Help section of your browser.