

GDPR Policy

Effective Date: 01/08/2023

1. Introduction

Evolute Agency Ltd is committed to protecting the privacy and personal data of our clients. This GDPR policy outlines our practices for collecting, processing, and storing personal data in compliance with the General Data Protection Regulation (GDPR).

2. Purpose of Data Collection

We collect personal data from our clients for the purpose of client management, ongoing communication, and marketing activities related to our graphic design and social media management services.

3. Types of Personal Data Collected

The personal data we collect may include the following information:

- ▲ Names
- ▲ Email addresses
- ▲ Phone numbers
- ▲ Business addresses
- ▲ Social media handles

4. Methods of Data Collection

We collect personal data through the following methods:

- ▲ Website forms on our official website
- ▲ Email communication with clients

5. Accuracy and Data Updates

We strive to ensure the accuracy and currency of the personal data we collect. We periodically communicate with our clients to request any updates to their contact information.

6. Data Storage and Security

Personal data collected by Evolute Agency Ltd is stored on a password-protected server in the form of an encrypted Excel spreadsheet. We implement appropriate technical and organizational measures to safeguard personal data against unauthorized access, loss, or theft.

7. Data Retention

We retain the contact information of our clients until we are advised otherwise. If a client requests the removal of their data, we will promptly delete it from our records.

8. Third-Party Data Sharing

Evolute Agency Ltd does not share personal data with any third parties. All client information remains strictly confidential within our organization.

9. International Data Transfers

We do not transfer personal data outside the European Economic Area (EEA).

10. Lawful Basis for Processing

We rely on the lawful basis of consent for processing personal data. Clients provide consent by filling out forms on our website or by willingly sharing their information with us via email.

11. Explicit Consent

Clients explicitly consent to the processing of their personal data by voluntarily providing it through website forms or email communication.

12. Data Subject Rights

Clients have the right to access, rectify, and erase their personal data held by Evolute Agency Ltd. Requests to exercise these rights will be acknowledged within one month, and the client will be notified by email once the request has been processed.

13. Automated Decision-Making and Profiling

We may use automated decision-making or profiling techniques to improve our services. Clients have the right to object to such processing, and they can do so by contacting us through our website's contact form or via email. Further details about the automated decision-making process can be found in our privacy policy.

14. Data Breach Management

In the event of a data breach, Evolute Agency Ltd will notify affected clients within 72 hours after becoming aware of the breach. We will provide information on the nature of the breach and the steps taken to mitigate any potential adverse effects.

15. Data Protection Officer

Evolute Agency Ltd has appointed Jamie Farrow as the data protection officer (DPO). The DPO can be contacted at the following:

- ♥ Name: Jamie Farrow
- ♥ Position: Director
- ♥ Phone: 07399 667 292
- ♥ Email: info@evoluteagency.co.uk

16. Employee Training

All employees and contractors of Evolute Agency Ltd receive training on data protection and GDPR compliance to ensure the secure handling of personal data.

17. Cookies and Similar Technologies

We may use cookies or similar technologies on our website and social media platforms. We inform users about the use of cookies and obtain their consent in accordance with applicable laws and regulations. Please refer to our separate Cookies Policy for more information.

18. Periodic Reviews and Audits

Evolute Agency Ltd conducts periodic reviews and audits of our data processing activities to ensure ongoing compliance with GDPR requirements and to identify any areas for improvement.

19. Handling of Data Subject Requests

Evolute Agency Ltd handles requests from individuals to exercise their data protection rights promptly and within one month of receiving the request. We will provide a response to the individual, confirming the actions taken or explaining any reasons for non-compliance.