

# Privacy Policy Notice

## The policy

This privacy policy notice is for this website: [www.penguinealogy.co.uk](http://www.penguinealogy.co.uk) and served by Penguin Genealogy, as operated by Valerie Brenton, and governs the privacy of those who use it. The purpose of this policy is to explain to you how we control, process, handle and protect your personal information while browsing or using this website, including your rights under current laws and regulations. If you do not agree to the following policy you may wish to cease viewing / using this website.

Policy key definitions:

- "I", "our", "us", or "we" refer to the business, Penguin Genealogy, operated by Valerie Brenton.
- "you", "the user" refer to the person(s) using this website.
- GDPR means General Data Protection Act.
- PECR means Privacy & Electronic Communications Regulation.
- ICO means Information Commissioner's Office.
- Cookies mean small files stored on a user's computer or device.

## Processing of your personal data

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

We are registered with the ICO under the Data Protection Register, our registration number is: ZA275788.

Penguin Genealogy (as operated by Valerie Brenton) may need to process your data because:

- You have consented for us to do so.
- We need to enter into a contract with you.
- We may be legally obliged to.
- It is within our legitimate interests, but not overridden by your rights.
- To process payment.

We will continue to process your information under these pretexts until you withdraw consent or it is determined your consent no longer exists.

We do not share your information with third parties.

If, as determined by us, the lawful basis upon which we process your personal information changes, we will notify you about the change and any new lawful basis

to be used if required. We shall stop processing your personal information if the lawful basis used is no longer relevant.

## Your individual rights

Under the GDPR your rights are as follows:

- the right to be informed;
- the right of access;
- the right to rectification;
- the right to erasure;
- the right to restrict processing;
- the right to data portability;
- the right to object; and
- the right not to be subject to automated decision-making including profiling.

You can read more about your rights in detail [here](#).

You also have the right to complain to the ICO [www.ico.org.uk](http://www.ico.org.uk) if you feel there is a problem with the way we are handling your data.

We handle subject access requests in accordance with the GDPR.

## Internet cookies

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.

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.

Cookies that we use are:

- Session cookies to make your user experience of the website more enjoyable.
- Security cookies for security purposes.
- Preference cookies so that specific settings can be remembered.

## 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.

## Transparent Privacy Explanations

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.

## Resources & further information

- [Overview of the GDPR - General Data Protection Regulation](#)
- [Data Protection Act 1998](#)
- [Privacy and Electronic Communications Regulations 2003](#)
- [The Guide to the PECR 2003](#)
- [Google Privacy Policy](#)
- [Linkedin Privacy Policy](#)
- [Instagram Privacy Policy](#)
- [Small business GDPR policy template](#)

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