



Bright Culture Privacy Policy

This privacy policy sets out how [Bright Culture Consultancy](#) LLP uses, stores and protects your data. You can contact us with any queries about this policy by emailing info@brightculture.co.uk.

Who we are

When we talk about 'we' or 'us' in this privacy policy we mean Bright Culture Consultancy LLP. We are a Limited Liability partnership (Partnership Number: 0C414627)

Your personal data

We collect 'personal data', which is information that identifies a living person, or which can be identified as relating to a living person.

When we talk about 'you' or 'your' in this privacy policy we mean any living person whose personal data we collect.

How we collect your personal data

We collect personal data you provide to us in writing, electronically, over the telephone, and via the website or other social media platforms. Personally identifiable information may include but is not limited to your name ("Personal Information").

This includes information you provide when taking part in consultation, evaluation, or other services we provide or asking to be added to our mailing lists.

What data we collect

We may collect the following information as a result of your engagement with us:

- Personal details (name, gender, date of birth, email, or other social media account information, postal address, telephone etc.)
- Details of the ways in which you wish to be contacted by us
- When you engaged with us and what capacity.

Any collection of personal data will comply with good data protection practice, which means that when collecting someone's personal data, we must tell them who we are and how we'll use their information, including if it's being shared with other organisations.

We will also let people know that they you have the right to:

- see any information you hold about them and correct it if it's wrong
- request their data is deleted
- request their data is not used for certain purposes

Children and Young People

We take great care to protect and respect the rights of individuals in relation to their personal data, especially in the case of those aged 16 or younger. We will not use the personal data of children or young people for any marketing purposes.

Why we collect this data

We use personal data for our legitimate interests and also in other situations when we have **your consent**. These uses include:

- undertaking audience research for a specific relevant project
- to better understand how people choose and/or use our products and services
- to determine the effectiveness of our promotional campaigns and advertising
- to comply with our legal duties
- to protect your vital interests
- meeting our contractual obligations to you
- carry out a task in the public interest
- or our own (or for a third party's) legitimate interests, provided your rights do not override these interests

We use your personal data for administration purposes. We also use your personal data to provide you with news about our activities and events. You have the choice as to whether you want to receive or continue to receive communications from us, and you can change your preferences at any time.

We also only ever use your data for the purpose or purposes for which it was obtained.

Website Log Data

Like many site operators, we collect information that your browser sends whenever you visit our Site (“Log Data”).

This Log Data may include information such as your computer’s Internet Protocol (“IP”) address, browser type, browser version, the pages of our Site that you visit, the time and date of your visit, the time spent on those pages and other statistics.

In addition, we may use third party services such as Google Analytics that collect, monitor and analyze this.

Cookies

Cookies are files with a small amount of data, which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your computer’s hard drive.

Like many sites, we use “cookies” to collect information. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Site.

We use website cookies for a number of different reasons as listed below. You can manage these small files yourself and learn more about them from allaboutcookies.org

- To enable a service to recognise your device so you don’t have to give the same information again
- To recognise that you have already given a username and password so you don’t need to enter it for every web page requested

How we store data

Electronic data and databases are stored on secure computer systems and we control who has access to information.

We only store your data for as long as we need to, and in order to carry out various services for you. We continually review what information we hold and will delete personal data which is no longer required.

Security

The security of your Personal Information is important to us, but remember that no method of transmission over the Internet, or method of electronic storage, is 100%

secure. While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

Third Parties

We will never sell your personal data.

When data is collected by Bright Culture as part of a commissioned piece of work or in partnership, we will be clear if personal data is being shared between parties and for what purpose. No confidential information will be shared without permission

Your rights

We will only retain your personal data for as long as it is required for the purpose for which we collected it.

We want to ensure you remain in control of your personal data and that you understand your legal rights which specially comply with the GDPR key principles which lie at the heart of the general data protection regime, which are Personal data shall be:

1. Processed lawfully, fairly and in a transparent manner in relation to individuals
2. Collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes
3. Adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed
4. Accurate and, where necessary, kept up to date; every reasonable step must be taken to ensure that personal data that are inaccurate, having regard to the purposes for which they are processed, are erased or rectified without delay
5. Kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data are processed
6. Processed in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures

Changes to This Privacy Policy

We reserve the right to update or change our Privacy Policy at any time and you should check this Privacy Policy periodically. Your continued use of the Service after we post any modifications to the Privacy Policy on this page will constitute your acknowledgement of the modifications and your consent to abide and be bound by the modified Privacy Policy.