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## PRIVACY POLICY

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### BACKGROUND:

Metaphor Communications Ltd understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of everyone who visits this website, [www.metaphor-design.co.uk](http://www.metaphor-design.co.uk) ("Our Site") and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

Please read this Privacy Policy carefully and ensure that you understand it.

### 1. Definitions and Interpretation

In this Policy the following terms shall have the following meanings:

**"Cookie"** means a small text file placed on your computer or device by Our Site when you visit certain parts of Our Site and/or when you use certain features of Our Site. Details of the Cookies used by [ Our Site are set out in Part 14, below; and

### 2. Information About Us

Our Site is operated by Metaphor Communications, a limited company registered in England under company number 07894367.

Registered address: Summit House, 170 Finchley Road, London, NW3 6BP

Data Protection Officer: Metaphor Communications Ltd

Email address: [admin@metaphor-design.co.uk](mailto:admin@metaphor-design.co.uk)

Our company website is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to advertise our services to you.

### 3. What Does This Policy Cover?

This Privacy Policy applies only to your use of Our Site. Our Site may contain links to other websites. Please note that we have no control over how your data is collected, stored, or used by other websites and we advise you to check the privacy policies of any such websites before providing any data to them.

### 4. What Is Personal Data?

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the "GDPR") and the Data Protection Act 2018 (collectively, "the Data Protection Legislation") as 'any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier'.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

## 5. **What Are My Rights?**

Under the Data Protection Legislation, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data. This Privacy Policy should tell you everything you need to know, but you can always contact us to find out more or to ask any questions using the details in Part 15.
- b) The right to access the personal data we hold about you. Part 13 will tell you how to do this.
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in Part 15 to find out more.
- d) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we hold. Please contact us using the details in Part 15 to find out more.
- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to us using your personal data for a particular purpose or purposes.
- g) The right to withdraw consent. This means that, if we are relying on your consent as the legal basis for using your personal data, you are free to withdraw that consent at any time.
- h) The right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask us for a copy of that personal data to re-use with another service or business in many cases.
- i) Rights relating to automated decision-making and profiling. We do not use your personal data in this way.

For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in Part 15.

It is important that your personal data is kept accurate and up-to-date. If any of the personal data we hold about you changes, please keep us informed as long as we have that data.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office.

We would welcome the opportunity to resolve your concerns ourselves however, so please contact us first, using the details in Part 15.

## 6. **When do we collect your data?**

Depending upon your use of Our Site, we may collect and hold some or all of the personal and non-personal data set out in the table below, using the methods also set out in the table. Please also see Part 14 for more information about our use of Cookies and similar technologies. We do not collect any 'special category' or 'sensitive' personal data **OR** personal data relating to children **OR** data relating to criminal convictions and/or offences.

Data Collected	How We Collect the Data
Contact and business information including name, email, company, phone, project details	When you speak to our staff
Contact information including name, company, email phone number etc.	When you register for the purpose of attending an event
Technical information including <<insert data collected, e.g. IP address, browser type and version, operating system.	Cookies as provided by 'Wix'.

**7. How Do You Use My Personal Data?**

We may need to collect your personal and/or company information in order to process a transaction, provide you with services and respond to queries. Unless we have prior consent, we will only disclose your information to third parties if this is required in order to complete a transaction with us. We do not sell or share personal information to third parties for marketing purposes.

By contacting Metaphor Communications via email, phoning Metaphor Communications and/or becoming a client of Metaphor Communications, you consent to the collection, storage and processing of your personal information.

**8. How Long Will You Keep My Personal Data?**

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Personal data obtained when individuals attend an event will be kept for 6 months and then will be safely removed/destroyed from our systems.

Other personal data provided to us will be destroyed/removed if not used for one year with the exemption of data required to be held for financial purposes which must be retained for 7 years.

**9. How and Where Do You Store or Transfer My Personal Data?**

Our company is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to advertise our products and services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.

The security of your personal data is essential to us, and to protect your data, we take a number of important measures, including the following:

- limiting access to your personal data to those employees, agents, contractors, and other third parties with a legitimate need to know and ensuring that they are subject to duties of confidentiality;
- procedures for dealing with data breaches (the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, your personal data) including notifying you and/or the Information Commissioner's Office where we are legally required to do so

#### 10. **Do You Share My Personal Data?**

We will not share any of your personal data with any third parties unless there is a legitimate reason to do so, or subject to the following exceptions.

If sharing information is required for the purpose of completing your transaction with us.

If we sell, transfer, or merge parts of our business or assets, your personal data may be transferred to a third party. Any new owner of our business may continue to use your personal data in the same way(s) that we have used it, as specified in this Privacy Policy.

In some limited circumstances, we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

If any of your personal data is shared with a third party, as described above, we will take steps to ensure that your personal data is handled safely, securely, and in accordance with your rights, our obligations, and the third party's obligations under the law, as described above in Part 9.

#### 11. **How Can I Control My Personal Data?**

In addition to your rights under the Data Protection Legislation, set out in Part 5, when you submit personal data via Our Site, you are consenting to Metaphor Communications being able to process your information for the purpose of pertaining business. You may contact Metaphor Communications Ltd at any time to have your personal information removed from records.

#### 12. **Can I Withhold Information?**

You may access Our Site without providing any personal data at all. However, to use all features and functions available on Our Site you may be required to submit or allow for the collection of certain data.

You may restrict our use of Cookies. For more information, see Part 14.

#### 13. **How Can I Access My Personal Data?**

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a "subject access request".

All subject access requests should be made in writing and sent to the email or postal addresses shown in Part 15.

#### 14. **How Do You Use Cookies?**

The platform 'Wix' on which Our Site was built, uses cookies across the Site for the following reasons:

- To provide a great experience for your visitors and customers.
- To identify your registered members (users who registered to your site).
- To monitor and analyze the performance, operation and effectiveness of Wix's platform.
- To ensure our platform is secure and safe to use.

The following cookies are placed on Our Site:

First Party Cookies:

<b>Strictly Necessary</b>		
<b>Cookie Name</b>	<b>Duration</b>	<b>Purpose</b>
ForceFlashSite	Session	When viewing a mobile site (old mobile under <a href="http://m.domain.com">m.domain.com</a> ) it will force the server to display the non-mobile version and avoid redirecting to the mobile site
hs	Session	Security
smSession	Persistent (two days or two weeks)	Identifies logged in site members
XSRF-TOKEN	Session	Security

<b>Functionality</b>		
<b>Cookie Name</b>	<b>Duration</b>	<b>Purpose</b>
svSession	Persistent (two years)	Identifies unique visitors and tracks a visitor's sessions on a site
SSR-caching	Session	Indicates how a site was rendered
smSession	Persistent (two weeks)	Identifies logged in site members

Third-Party Cookies

<b>Functionality</b>		
<b>Cookie Name</b>	<b>Duration</b>	<b>Purpose</b>
TS*	Session	Security
TS01*****	Session	Security
TSxxxxxxxx (where x is replaced with a random series of numbers and letters)	Session	Security
TSxxxxxxxx_d (where x is replaced with a random series of numbers and letters)	Session	Security

In addition to the controls that Wix provides, you can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose

whether you wish to disable all Cookies or only third-party Cookies. By default, most internet browsers accept Cookies, but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device.

You can choose to delete Cookies on your computer or device at any time, however you may lose any information that enables you to access Our Site more quickly and efficiently including, but not limited to, login and personalisation settings.

It is recommended that you keep your internet browser and operating system up-to-date and that you consult the help and guidance provided by the developer of your internet browser and manufacturer of your computer or device if you are unsure about adjusting your privacy settings.

15. **How Do I Contact You?**

To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the following details

Email address: [admin@metaphor-design.co.uk](mailto:admin@metaphor-design.co.uk)

Telephone number: 07989 781 351

Postal Address: 63/66 Hatton Garden, Fifth Floor, Suite 23, London, EC1N 8LE

16. **Changes to this Privacy Policy**

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

Any changes will be immediately posted on Our Site and you will be deemed to have accepted the terms of the Privacy Policy on your first use of Our Site following the alterations. We recommend that you check this page regularly to keep up-to-date. This Privacy Policy was last updated on 24 November 2020.