

## Less Is More

### Coaching You to be Clutter Free

#### **Privacy Policy**

This privacy policy sets out how your information is used and protected when you interact with Less is More. You can be assured that your will only be used in accordance with this Privacy Policy.

This policy was last updated on 6<sup>th</sup> February 2020 and adheres to all GDPR requirements.

It may be updated in the future and we'll post the new version here on our website. You should check this page from time to time to ensure that you are happy with any changes.

#### **General information**

Less Is More takes your data security and privacy very seriously.

This Privacy Policy explains how we collect, store and use personal data when you provide your personal data to us.

Please read this Privacy Policy carefully to understand how we will treat your personal data.

This Privacy Policy should be read together with our Terms and Conditions, which together apply to your interaction with Less Is More..

Booking of Less Is More services and purchase of Less Is More products via the Less Is More Member Vault (MV) resource hub will constitute acceptance of our Privacy Policy.

#### **What information do we store?**

When we say your "personal data", we mean any information that identifies any person (name, email address, phone number etc) that you provide to us in your interaction with Less Is More, or that is contained in any other information that you provide to us (or that you authorise a third party to give to us on your behalf).

"Non-personal data" refers to any information that does not identify you as a specific individual.

#### **Information you provide**

Your personal data includes the information you provide, when you book a Less Is More Service, register for a Less Is More MV account, or opt-in to receive our emails, or when you answer questionnaires, surveys, enter competitions or provide information in your account profile, on the Less is More MV resource hub, or during an online session between you and Less is More.

Examples of this personal data include:

- Name
- Contact information including email address
- Demographic information such as address and postcode
- Other information relevant to customer surveys and/or offers

We do not collect or process “special categories” of personal data, as defined under GDPR.

### **Information we collect**

We collect information about your website usage, to improve our products and service. Some of this data may be "personal data", where it identifies a person.

The information we collect and how we use it:

- We monitor patterns of usage, such as login dates and actions performed on the site (such as searches, page views, and file downloads, to develop and improve our product.
- We also monitor patterns of usage so that we can tailor any communications we may send you or promotions you may receive.
- For example, we may tailor emails with information about features or products that you haven't tried or seen yet, instead of features that you use frequently.
- For security reasons and to aid in monitoring patterns of usage, we log your IP address when you use the website. This is your computer's individual identification number that is assigned to your computer when connected to the Internet.
- We monitor traffic information when you visit our site or read our emails, including things like page visits, email opens, email clicks, referring sites, and messages sent. We use this information to improve our website, promotions, and to understand user behaviour. Please see “How we use cookies” section below.

### **How will we use your information**

#### **Providing access to Less is More**

We use your personal data to enable us to register you and provide you with access to the MV Platform.

It will also enable us to contact you by email, post, SMS, social media or telephone where necessary with Less is More updates; to record your personal preferences; to personalise our services to you (such as by saving search and browsing history to make it easier for you to find information when you return to the MV resource hub).

### **Making improvements to Less is More**

We will also use and analyse your personal data so that we can administer, support, improve and develop our business, customer service and the features of the MV resource hub.

### **Contacting you for marketing purposes**

We may use your personal data to contact you by email, post, SMS, social media and/or telephone to let you know about Less Is More, content, offers, market research or product ranges which may be of interest to you.

We will only use your data in this way where you have provided opt-in consent, we have legitimate business reasons for doing so, or where we are otherwise entitled by law to do so.

If you would like us to stop providing you with such notifications, just contact us using the details provided at the bottom of this page. Please note, this may take up to five working days to take effect.

### **Legal requirements**

In some circumstances we may process your personal data because it is required for compliance with a legal or regulatory obligation.

### **Security and data storage**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

Where we utilise third parties to help provide our services, we will ensure that the security policies and confidentiality arrangements of those third parties adhere to the same requirements we ourselves impose and expect.

Where we have given you (or where you have chosen) a password which enables you to access certain parts of the Platform, you are responsible for keeping this password confidential. You should not share your password with anyone.

## **How long do we store your data for?**

We only store your data for as long as necessary for the purposes of processing set out in this policy. When you delete your account with Less Is More, we will automatically delete your data within 180 days.

Within one working day of deleting your Less is More account you will no longer receive unsolicited e-mail communications from Less is More.

## **Your data protection rights**

We want to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

### **Right to access**

You have the right to ask us for a copy of your personal data that we hold.

### **Right to rectification**

You have the right to correct any information we hold about you that you believe is incorrect. To do so, please contact Less is More

### **Right to erasure**

You have the right to ask us to delete your personal data, under certain circumstances.

### **Right to restrict processing**

You have the right to restrict the processing of your personal data, under certain circumstances.

### **Right to object to processing**

You have the right to object to the processing of your personal data, under certain circumstances.

### **Right to Data Portability**

You have the right to ask us to provide your personal data to another organisation, or directly to you, under certain circumstances.

### **Right to change or withdraw your consent**

Where you have given us consent to make use of your personal data for any of the purposes outlined in this policy, you have the right to withdraw that consent. To do so, please

Unsubscribe from the Less Is More Mailing list or get in touch with us.

If you would like to exercise any of these rights, please get in touch by e mailing [jorichard@icloud.com](mailto:jorichard@icloud.com)

If you do make a request, we are required to respond within one month. However, we will always endeavour to respond in the shortest period of time possible.

### **How we use cookies**

Cookies are small files saved to your device that track, save and store information as well as your interactions and usage of our services.

Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

The primary purpose for our use of cookies is to identify which pages are being used, allow us to provide a smooth, efficient and personalised experience for our users through remembering your preferences, keeping you signed in and storing passwords if you request this.

### **How to manage cookies**

If you want to manage or disable cookies for the Less is More website or any other site, you can do it by changing your browser settings.

We suggest consulting the Help section of your browser or taking a look at the [About Cookies](#) website which offers guidance for all modern browsers.

### **Google Analytics privacy notice**

Our website uses Google Analytics to collect information about the use of our website. Google Analytics collects information from users such as age, gender, interests, demographics, how often they visit our website, what pages they visit, and what other websites they have used before coming to our website. We use the information we get from Google Analytics to analyse traffic, improve our marketing, advertising, and to improve our website.

We have enabled Google Analytics advertising features such as Google Display Network Impression Reporting, and Google Analytics Demographics and Interest Reporting. Google Analytics collects only the IP address assigned to you on the date you visit our website, **not**

**your name or other identifying information.** We do not combine the information collected using Google Analytics with personal data. Although Google Analytics plants a permanent cookie on your web browser to identify you as a unique user the next time you visit our website, the cookie cannot be used by anyone but Google. Google also uses specific identifiers to help collect information about the use of our website.

For more information on how Google collects and processes your data, visit <https://policies.google.com/technologies/partner-sites?hl=en-GB&gl=uk>

You can prevent Google Analytics from using your information by opting out at this link: <https://tools.google.com/dlpage/gaoptout>

### **Links to other websites**

The Less Is More website contains links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website.

Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this Privacy Policy. You should exercise caution and look at the privacy policy applicable to the website in question.

### **Changes to our privacy policy**

We may modify or update this Privacy Policy from time to time to reflect the changes in our business and practices, so you should review this page periodically.

When we change the policy we will update the “Last updated” reference at the end of this document.

### **Making a complaint**

You may make a complaint about our data processing activities to a supervisory authority. In the UK this is the Information Commissioner's Office (ICO). Further details can be found on their website at <https://ico.org.uk>.

### **Getting in Touch**

If you have any queries relating to this Privacy Policy or Less Is More's use of your personal data: [jorichard@icloud.com](mailto:jorichard@icloud.com)

### **Maidenhead, UK**

Last updated: February 2021