

Digital Detox Club Privacy Policy

Effective Date: 5 May 2025

1. Introduction

Welcome to the Digital Detox Club (www.digitaldetoxclub.co.uk) ("Website", "we", "us", "our"). We are committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, store, and protect your personal data when you visit our Website, interact with us, or use our services.

This policy is compliant with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

2. Data Controller

For the purpose of UK data protection law, the data controller is:

The Digital Detox Club, Unit 82A, James Carter Road, Mildenhall, Bury St Edmunds, Suffolk, IP28 7DE

Email Address: hello@digitaldetoxclub.co.uk

3. Information We Collect

We may collect and process the following types of personal data about you:

- **Identity Data:** Includes first name, last name, and email address.
- **Contact Data:** Includes email address, billing address, delivery address (only if items are purchased via the online store)
- **Technical Data:** Includes internet protocol (IP) address, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access this Website.
- **Usage Data:** Includes information about how you use our website, products, and services, such as pages visited and time spent on pages.
- **Marketing and Communications Data:** Includes your preferences in receiving marketing from us and your communication preferences.
- **Interaction Data:** Includes any information you provide when you communicate with us via contact forms, email, social media, or other means.

We do not intentionally collect any **Special Categories of Personal Data** about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, and genetic and biometric data) unless you voluntarily provide it to us within communications (e.g., sharing personal experiences in a comment or email).

4. How We Collect Your Information

We use different methods to collect data from and about you including through:

- **Direct interactions:** You may give us your Identity, Contact, and Marketing/Communications Data by filling in forms (e.g., contact form, newsletter sign-up, membership registration or by corresponding with us by post, phone, email, or otherwise.
- **Automated technologies or interactions:** As you interact with our Website, we will automatically collect Technical Data about your equipment, Browse actions, and patterns. We collect this personal data by using cookies, server logs, and other similar technologies. Please see our **cookie policy** for further details.
- **Third parties or publicly available sources:** We may receive Technical Data from analytics providers such as Google based outside the UK.

5. Lawful Basis for Processing

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- **Consent:** Where you have given us explicit consent to process your data for a specific purpose (e.g., signing up for a newsletter). You can withdraw consent at any time.
- **Contract:** Where we need to perform the contract we are about to enter into or have entered into with you (e.g., providing a membership service you've signed up for).
- **Legitimate Interests:** Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests (e.g., analysing website usage to improve our services, responding to your enquiries, ensuring network security).
- **Legal Obligation:** Where we need to comply with a legal obligation.

6. How We Use Your Information

We use the information we collect for purposes including:

- To operate and maintain our Website.
- To respond to your comments or inquiries.
- To provide you with user support.
- To send you promotional information, such as newsletters, if you have consented to this. Each email promotion will provide information on how to opt-out of future mailings.
- To improve our Website and service offerings through analysis of website usage (usually using aggregated or anonymised data).
- To protect against unauthorized or illegal activity, and to ensure the security of our Website.
- To comply with legal requirements.
- To process payments for events, services and products.

7. Data Sharing and Third Parties

We do not sell, trade, or rent your personal data to others. We may share your data with trusted third-party service providers who assist us in operating our Website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential and comply with data protection laws. These may include:

- Website hosting providers.
- Email service providers (e.g., for newsletters).
- Analytics providers (e.g., Google Analytics).
- Payment processing providers.
- IT support

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We only permit them to process your personal data for specified purposes and in accordance with our instructions.

8. International Data Transfers

Some of our external third-party service providers may be based outside the UK or European Economic Area (EEA) (e.g., Google Analytics, Mailchimp). If we transfer your data out of the UK/EEA, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- The country has been deemed to provide an adequate level of protection for personal data by the UK authorities.
- We use specific contracts approved for use in the UK which give personal data the same protection it has in the UK (e.g., Standard Contractual Clauses).

Please contact us if you want further information on the specific mechanism used by us when transferring your personal data out of the UK.

9. Data Security

We have put in place appropriate technical and organisational security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. Access to your personal data is limited to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have procedures to deal with any suspected personal data breach and will notify you and any applicable regulator (like the ICO) of a breach where we are legally required to do so.

10. Data Retention

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements.

To determine the appropriate retention period, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure, the purposes for which we process it, and applicable legal requirements.

For example, data collected via a contact form inquiry might be kept until the inquiry is resolved plus a short period after. Data for newsletter subscriptions is kept until you withdraw consent.

11. Your Data Protection Rights

Under UK data protection law, you have rights including:

- **Right of access:** To request copies of your personal data.
- **Right to rectification:** To request correction of inaccurate personal data.
- **Right to erasure:** To request deletion of your personal data ('right to be forgotten').
- **Right to restrict processing:** To request restriction of processing your personal data.
- **Right to object to processing:** To object to processing based on legitimate interests or for direct marketing.
- **Right to data portability:** To request transfer of your personal data to you or a third party.
- **Right to withdraw consent:** To withdraw consent at any time where we rely on consent to process your data.

To exercise any of these rights, please contact us at hello@digitaldetoxclub.co.uk We may need to request specific information from you to help us confirm your identity.

12. Cookies

Our Website uses cookies to distinguish you from other users, provide functionality, and help us analyse website traffic. For detailed information on the cookies we use and the purposes for which we use them, please see our **Cookie policy**.

13. Children's Privacy

Our Website is not intended for children under the age of 14, and we do not knowingly collect personal data relating to children.

14. Links to Other Websites

Our Website may contain links to other websites not operated by us. If you click a third-party link, you will be directed to that site. We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services. We advise you to review the Privacy Policy of every site you visit.

15. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page and updating the "Effective Date" at the top. You are advised to review this Privacy Policy periodically for any changes.

16. How to Contact Us

If you have any questions about this Privacy Policy or our privacy practices, please contact us:

By email: hello@digitaldetoxclub.co.uk

By post: The Digital Detox Club, Unit 82A, James Carter Road, Mildenhall, Bury St Edmunds, Suffolk, IP28 7DE

17. Complaints

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO, so please contact us in the first instance.