

Privacy Policy for The Journey Agency LTD

Effective Date: 01 August 2024

1. Introduction

The Journey Agency LTD, located at 72 Blackfriars Rd, London, London, England, SE1 8HA, is committed to protecting and respecting your privacy. This privacy policy explains how we collect, use, and safeguard your personal information. Personal data, or personal information, refers to any information about an individual that can be used to identify them. This includes details you provide to us, information we learn from your interactions with us, and your preferences regarding marketing communications. This policy outlines your rights and how the law protects you. We do not knowingly collect data relating to children.

2. Changes to Data Protection Law

The General Data Protection Regulation (GDPR) came into effect on 25 May 2018, introducing changes to data protection laws across the United Kingdom and Europe. This privacy policy may be updated periodically to reflect any changes in the law. We will notify you whenever we make significant changes to this policy and may request your agreement or refreshed consent for the use of your personal information.

3. Who We Are and How to Contact Us

We are The Journey Agency LTD, a company registered in England. Our registered office is at 72 Blackfriars Rd, London, London, England, SE1 8HA. You can contact us by email at jess@founderjourney.vc.

When we refer to our website, we mean the website accessible at <https://www.thejourneyagency.co/>.

4. Where We Collect Your Personal Information From

We may collect personal information about you in the following ways:

- **Data you give to us:**
 - When you register to use our services
 - During phone conversations with us
 - Through your use of our website or mobile apps
 - In emails or letters sent to us
 - When you participate in competitions or promotions
 - When you provide feedback
- **Data we collect when you use our services:**
 - Payment and transaction data and booking requests
 - Profile and usage data, including data from devices used to connect to our services, such as computers and mobile phones, using cookies and other tracking technologies

- **Data from third parties we work with:**
 - Social networks
 - Public information sources, such as Companies House
 - Agents working on our behalf

5. Data We Collect About You

We may collect, use, store, and transfer different kinds of personal data, which we have grouped as follows:

- **Identity Data:** Name, username, title, and date of birth
- **Contact Data:** Billing address, delivery address, email address, and telephone numbers
- **Financial Data:** Bank account and payment card details
- **Transaction Data:** Details about payments and services you have purchased from us
- **Technical Data:** IP address, login data, browser type and version, time zone setting, location, and other technology on the devices you use to access our website
- **Profile Data:** Username, password, orders made by you, interests, preferences, feedback, and survey responses
- **Usage Data:** Information about how you use our website, products, and services
- **Marketing and Communications Data:** Your preferences in receiving marketing from us and your communication preferences

We may also collect and share aggregated data, such as statistical or demographic data, for any purpose. Aggregated data is derived from your personal data but does not directly or indirectly reveal your identity. For example, we may aggregate your usage data to calculate the percentage of users accessing a specific website feature. If we combine aggregated data with your personal data in a way that identifies you, we will treat the combined data as personal data in accordance with this privacy policy.

We do not collect any special categories of personal data, such as details about race, ethnicity, religious beliefs, sexual orientation, political opinions, health, genetic or biometric data, or information about criminal convictions and offences.

6. How We Use Your Personal Information

Your privacy is protected by law. We are only allowed to use your personal information if we have a legal basis to do so, and we are required to tell you what that legal basis is. The table below outlines the personal information we collect, how we use it, and the legal ground on which we rely:

Purpose/Activity	Type of Data	Lawful Basis for Processing
To register you as a new customer	Identity, Contact	Performance of a contract with you

To process and deliver your order	Identity, Contact, Financial, Transaction, Marketing and Communications	Performance of a contract with you; Necessary for our legitimate interests (to recover debts due to us)
To manage our relationship with you	Identity, Contact, Profile, Marketing and Communications	Performance of a contract with you; Necessary to comply with a legal obligation; Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services)
To administer and protect our business and this site	Identity, Contact, Technical	Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud, and in the context of a business reorganization); Necessary to comply with a legal obligation
To deliver relevant site content and advertisements	Technical, Usage	Necessary for our legitimate interests (to develop our business and to inform our marketing strategy)
To make suggestions and recommendations	Identity, Contact, Technical, Usage, Profile	Necessary for our legitimate interests (to develop our products/services and grow our business)

7. Who We Share Your Personal Information With

We may share your personal information with the following organisations to provide the services you have requested:

- Agents and advisers that we use
- HM Revenue & Customs and other regulators or authorities
- Nexodus, Doorflow, Stripe Inc, GoCardless Ltd, Google

These third parties must treat your personal data in accordance with the law. We do not allow our service providers to use your data for their own purposes; they may only process your data for specified purposes and in accordance with our instructions.

8. Failing to Provide Personal Data

If you do not provide certain personal data when requested, we may not be able to fulfill the contract we have with you or provide the services you have requested. In such cases, we may need to cancel a product or service you have with us, but we will notify you if this occurs.

9. Third-Party Links

Our website may contain links to third-party websites, plug-ins, and applications. Clicking on these links may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy policies. We encourage you to read the privacy policies of every website you visit.

10. Transferring Your Personal Information Outside the EEA

We may transfer your personal information outside of the European Economic Area (EEA) to fulfil your requests, comply with legal obligations, or work with our suppliers. Whenever we transfer your personal data out of the EEA, we ensure that it is protected by implementing appropriate safeguards.

11. Data Security

We have implemented security measures to prevent your personal data from being lost, used, or accessed in an unauthorised way. We limit access to your personal data to those who have a business need to know and require them to process your data according to our instructions under a duty of confidentiality. We also have procedures to handle any suspected data breaches.

12. How Long We Keep Your Personal Information

We will retain your personal data only as long as necessary to fulfil the purposes we collected it for, including satisfying legal, accounting, or reporting requirements. The retention period will be determined based on factors such as the nature and sensitivity of the data, potential risk of harm from unauthorised use, and legal obligations.

13. Marketing

We may use your personal information to inform you about our services and upcoming offers. We will only send you marketing messages if we have your consent or a legitimate interest to do so. You can opt out of receiving marketing messages at any time by contacting us or using the opt-out links provided.

14. Your Rights

You have certain rights regarding your personal information, including the right to access, correct, and request the deletion of your data. You can also object to our use of your data or request that we stop using it in certain circumstances. If you wish to exercise these rights, please contact us at [insert contact email].

15. Making a Complaint

If you are unhappy with how we have used your personal information, please contact us at [insert contact email]. You also have the right to lodge a complaint with the Information Commissioner's Office (ICO). We would appreciate the opportunity to address your concerns before you contact the ICO.