



## **Spark Website Privacy Policy**

This privacy policy is for this website, [www.sparkburntwood.co.uk](http://www.sparkburntwood.co.uk) and served by Spark (Burntwood) and governs the privacy of its users who choose to use it. The policy sets out the different areas where user privacy is concerned and outlines the obligations & requirements of the users, the website and Spark. Furthermore the way this website processes, stores and protects user data and information will also be detailed within this policy.

### **The Website**

This website and Spark take a proactive approach to user privacy and ensure the necessary steps are taken to protect the privacy of its users throughout their visiting experience. This website complies to all UK national laws and requirements for user privacy. You will not need to provide any personal information to use this website. You will not need to create an account to use this website.

### **Contact & Communication**

Users contacting this website and/or Spark through the online form should not provide personal information beyond your name and contact details and a brief outline of your query. If you provide any further personal information you do so at your own discretion and provide any such personal details at your own risk. Your personal information is kept private and stored securely until a time it is no longer required or has no use, as detailed in the Data Protection Act 1998. Every effort has been made to ensure a safe and secure form to email submission process but advise users using such form to email processes that you do so at their own risk.

This website and Spark use any information submitted to provide you with further information about the services we offer or to assist you in answering any questions or queries you may have submitted. Your details are not passed on to any third parties.

### **Email Newsletter**

Spark operates an email newsletter, used to inform subscribers about services supplied by Spark. No one will be signed up to the newsletter programme unless they have 'opted-in' to receive these newsletters.

Subscriptions are taken in compliance with UK Spam Laws detailed in the Privacy and Electronic Communications Regulations 2003. All personal details relating to subscriptions are held securely and in accordance with the Data Protection Act 1998. No personal details are passed on to third parties nor shared with companies / people outside of Spark. Under the Data Protection Act 1998 you may request a copy of personal information held about you by the email newsletter program. No fee will be payable. If you would like a copy of the information held on you please write to the address at the bottom of this policy.

Email marketing campaigns published by this website or Spark may contain tracking facilities within the actual email. Subscriber activity is tracked and stored in a database for future analysis and evaluation. Such tracked activity may include; the opening of emails, forwarding of emails, the clicking of links within the email content, times, dates and frequency of activity [this is by no far a comprehensive list]. This information is used to refine future email campaigns and supply you with more relevant content based around their activity.

In compliance with UK Spam Laws and the Privacy and Electronic Communications Regulations 2003 subscribers are given the opportunity to un-subscribe at any time through an automated system. This process is detailed at the footer of each email campaign. If an automated un-subscription system is unavailable clear instructions on how to un-subscribe will be detailed instead.

### **External Links**

Although this website only looks to include quality, safe and relevant external links, users are advised adopt a policy of caution before clicking any external web links mentioned throughout this website.

Spark cannot guarantee or verify the contents of any externally linked website despite our best efforts. Users should therefore note that you click on external links at your own risk and this website and Spark cannot be held liable for any damages or implications caused by visiting any external links mentioned.

### **Social Media Platforms**

Communication, engagement and actions taken through external social media platforms that this website and its owners participate on are custom to the terms and conditions as well as the privacy policies held with each social media platform respectively. A link to the privacy policy of the social media platforms that we use is at the bottom of this page.

Users are advised to use social media platforms wisely and communicate / engage upon them with due care and caution in regard to their own privacy and personal details. Spark will never ask for personal or sensitive information through social media platforms and encourage users wishing to discuss sensitive details to contact us through primary communication channels such as by telephone or email.

This website may use social sharing buttons which help share web content directly from web pages to the social media platform in question. Users are advised before using such social sharing buttons that you do so at your own discretion and note that the social media platform may track and save your request to share a web page respectively through your social media platform account.

### **Shortened Links in Social Media**

Spark through our social media platform accounts may share web links to relevant web pages. By default some social media platforms shorten lengthy urls [web addresses] (this is an example: <http://bit.ly/zyVUBo>).

Users are advised to take caution and good judgement before clicking any shortened urls published on social media platforms. Despite the best efforts to ensure only genuine urls are published many social media platforms are prone to spam and therefore Spark cannot be held liable for any damages or implications caused by visiting any shortened links.

## **Resources & Further Information**

- **Resources & Further Information**
  - [Data Protection Act 1998](#)
  - [Privacy and Electronic Communications Regulations 2003](#)
  - [Privacy and Electronic Communications Regulations 2003 – The Guide](#)
  - [Twitter Privacy Policy](#)
  - [Facebook Privacy Policy](#)