

## THE IDLER

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Idle Ltd or “Idler” publishes a magazine, runs an online school and puts on live events. This policy document tells you about the types of personal data we collect and how we look after it. Under General Data Protection Regulations or “GDPR”, Idler has a legal duty to protect the personal data we collect from you.

On [idler.co.uk](http://idler.co.uk), Idler acts as a Data Controller, gathering personal data and marketing preferences, and as a Data Processor, using the data you provide in order to deliver the Idler services and products you request. In the case of subscriptions, we also pass fulfilment data to Webscribe Ltd or “Webscribe”, the subscription bureau engaged by Idler as a Data Processor. Please refer to their privacy policy for more information.

The personal data you provide to us will be held and used by us in accordance with this Privacy Policy so please read this document carefully. By visiting our website and using our services, you are accepting the terms of this policy.

### **ABOUT US**

1. The protection of your privacy and personal information is important to us. We make sure that not only do we have appropriate security measures in place, but that any other organisation we work with also meets the same standard as us.
2. We respect your privacy. You should receive marketing emails only from us, if you have given your consent, and you can opt out at any time. We do not share your information with third parties.
3. We will make it clear at the point when we request your information, why we are collecting it and how we are going to use it.
4. We will collect and use your personal data only if we have your permission or if we have sensible and legitimate business reasons for doing so, such as collecting enough information to manage your subscription or event booking.
5. We will minimise the amount of information we collect from you to what we need to deliver the product and services you have requested.
6. We will use personal information only for the purposes for which it was originally collected and we will make sure we delete it securely when it is no longer needed.
7. The personal information you provide to us will be held

### **WHAT INFORMATION DO WE COLLECT AND HOW DO WE USE IT?**

We may collect information on you in a variety of ways, as described below:

- When you subscribe to an Idler Print, Academy or Digital membership, we will need to collect personal information to fulfill your subscription. This will include your name, address, contact details and payment information.

- When you register for an event or a holiday, we will need to collect personal information to manage your booking. This will include your name, email address, telephone number and payment information.
- When you contact us for information via email or telephone, we may keep a record of that correspondence.
- When you sign up to our newsletter and agree to receive e-marketing.
- When you enter sales promotions and competitions.
- If you enter your details on questionnaires or surveys.
- When you write, work or volunteer for us.
- When you download our app.
- When you visit our website, through Cookies.
- When you work with us in a commercial capacity, for example as a sponsor or partner.

We use the information we collect from you in order to deliver the product or service you have requested. This may happen in a variety of ways, as described below:

- To provide you with the information, products or services that you have requested
- If you have opted in to receive marketing material, to send you e-newsletters and, from time to time, special offers and product updates. You may opt out at any time by emailing [mail@idler.co.uk](mailto:mail@idler.co.uk), phoning +44 (0)203 176 7907 or by clicking 'unsubscribe' in the footer of our emails.
- To contact you about your account
- To notify you about changes to our service or changes to the products you have requested
- Where we are required by statutory obligation, to process or retain data, e.g. for taxation or accounting purposes.

Under the terms of GDPR, we will always make it easy to opt out of unwanted processing, provided it does not restrict our ability to provide you with the service you have requested. We do not collect or retain excessive amounts of data and ensure the appropriate technical and managerial security measures are in place to protect your personal data from loss, misuse or unauthorised access. We regularly assess the security of the website using [Wordfence plugin](#) with notifications turned on. This plugin monitors attempts to inject code into site or database and blocks access to suspicious traffic.

### **HOW LONG DO YOU HOLD ON TO MY DATA?**

Because we collect data for a wide range of purposes, we do not have a singularly defined retention period.

For each individual service, we define a timeframe within which we retain your data. After this, data is managed to ensure that it is either erased from our system securely or minimised and retained for legal reasons.

## **SUBSCRIBERS**

The minimum information we need from you to fulfil a subscription is your name, address, contact details and payment information.

We will process data collected for the purpose of delivering your subscription. If you sign up to receive marketing communications from us, we will also, from time to time, email you about Idler products, events, offers and competitions that we think you might enjoy. You always have a choice and can opt out by emailing [mail@idler.co.uk](mailto:mail@idler.co.uk), phoning +44 (0)203 176 7907 or by clicking 'unsubscribe' in the footer of our emails.

## **DATA SHARING**

We will not share your data with our sponsors, commercial partners or any other third parties.

However, we may use third parties to perform certain functions on behalf of us, such as sending emails or processing payments. They will have access to your personal information only if necessary to perform their function but they cannot use it or disclose it for any other purpose. Their use of your information will be subject to a written agreement to protect the security of your personal data under the terms of this Privacy Policy, and we will ensure that any organisation we work with meets the same standard as us with regards to the protection of your privacy.

## **THIRD PARTY APPS**

This website contains links to other sites. Such third party sites and applications have their own privacy policies. Please note that Idler is not responsible for the privacy practices of such other sites, apart from where we have contractually engaged that third party as a Data Processor (e.g. our subscription bureau). When you are transferred to these sites or apps, please check their privacy policies before you submit any personal data. This Privacy Policy applies solely to information directly collected through Idler.

## **COOKIES & GOOGLE ANALYTICS**

'Cookies' are small text files that are stored by your web browser on your computer's hard drive.

We use this information to track your movements through our website. This helps us to see how the website is being used and to improve your experience. The information we collect in this way is non-personally identifiable.

Cookies may be session based (i.e. they expire when the browser session ends) or persistent (they remain on your hard drive for a longer duration). We use persistent cookies to identify you on repeat visits to our sites.

If you do not know what cookies are, or how to control or delete them, then we recommend you visit: [aboutcookies.org](http://aboutcookies.org)

We also use Google Analytics on our sites for anonymous reporting of site usage. If you would like to opt-out of Google Analytics monitoring your behaviour on our site, please follow this link: [tools.google.com/dlpage/gaoptout](https://tools.google.com/dlpage/gaoptout)

### **UPDATING YOUR PERSONAL INFORMATION**

Under GDPR legislation, you have the right to rectify, erase or restrict the processing of your data without undue delay. You also have the right to request a copy of the information that we hold about you.

- To request a copy of your personal information, or to update your account on the Idler website, please contact our office: [mail@idler.co.uk](mailto:mail@idler.co.uk) or +44 (0)203 176 7907
- To request a copy of your subscriber information, or to update it, please contact our subscriptions team: [contact@webscribe.co.uk](mailto:contact@webscribe.co.uk) or +44 (0)1442 820 580.
- To update your information and preferences on the Idler mailing list, please click the link in the footer of any email we send to you, or email us at [mail@idler.co.uk](mailto:mail@idler.co.uk).

### **CHANGES TO PRIVACY POLICY**

If we make changes to our privacy policy we will show you what they are here. If these changes are significant, we may also choose to email relevant individuals with new details. If we are required by law, we will obtain your consent to make these changes.

### **LEGAL INFORMATION AND HOW TO CONTACT US**

Under GDPR legislation, we are required to say who the Data Controller is for Idler products and services provided via our website, magazine, events and other products and services. The Data Controller is responsible for protecting your personal information and, in our case, is Idle Ltd, Great Western Studios, 65 Alfred Road, London, W2 5EU.

If you have any questions about how we may use your personal data or to make a complaint, please contact us: [mail@idler.co.uk](mailto:mail@idler.co.uk) or +44 (0)203 176 7907.

Requests will be dealt with by the Data Protection Officer, and will be responded to within a reasonable period, not longer than 30 days.

*This policy was last updated in May 2018*