

Privacy Policy

Ben Franklin Medium

1. This privacy policy applies between you, the User of this Service/Website and “Ben Franklin Medium”. The owner and provider of this Service/Website is Ben Franklin Medium, a sole trader. Ben Franklin Medium is a data controller, with ICO registration number C1370565, and takes the privacy of your information very seriously. This privacy policy applies to my use of all Data collected by me or provided by you in relation to your use of my Service/Website.
2. In this privacy policy, the following definitions are used:

Definitions and interpretation

Data	collectively all information that you submit to Ben Franklin Medium via the Website. This definition incorporates, where applicable, the definitions provided in the UK GDPR.
Cookies	Cookies a small text file placed on your computer by this Website when you visit certain parts of the Website and/or when you use certain features of the Website. Details of the cookies used by this Website are set out in the clause below (Cookies).
UK GDPR	UK GDPR means Regulation (EU) 2016/679 General Data Protection Regulation as it forms part of the law of England and Wales, Scotland, and Northern Ireland by virtue of section 3 of the European Union (Withdrawal) Act 2018 and amended by the Data Protection, Privacy and Electronic Communications (Amendments etc.) (EU Exit) Regulations 2019.
“I” and “Me”	Ben Franklin Medium.
UK and EU Cookie Law	the Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended by the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2011.
User or you	any third party that accesses the Website and is not either (i) employed by Ben Franklin Medium and acting in the course of their employment or (ii) engaged as a consultant or otherwise providing services to Ben Franklin Medium and accessing the Website in connection with the provision of such services.
Website	the website at www.benfranklinmedium.com

3. In this privacy policy, unless the context requires a different interpretation:

- a. the singular includes the plural and vice versa.

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b. References to sub-clauses, schedules, or appendices are to sub-clauses, schedules, or appendices of this privacy policy.

- c. a reference to a person includes firms, companies, government entities, trusts and partnerships.
- d. "including" is understood to mean "including without limitation".
- e. reference to any statutory provision includes any modification or amendment of it.
- f. the headings and sub-headings do not form part of this privacy policy.

Scope of this privacy policy

4. This privacy policy applies only to the actions of Ben Franklin Medium and Users with respect to this Service/Website. It does not extend to any websites that can be accessed from this Website including, but not limited to, any links it may provide to social media websites.
5. For purposes of UK GDPR, Ben Franklin Medium is the "data controller". This means that Ben Franklin Medium determines the purposes for which and the way your Data is processed.

Data collected

6. I may collect the following Data, which includes personal Data, from you:
 - a. Identity information (e.g. full name)
 - b. Contact information (e.g. telephone number, email/postal address)
 - c. Case/session notes
 - d. Health data
 - e. GP details
 - f. Newsletter preferences
 - g. Any relevant categories of personal data.
7. in each case, in accordance with this privacy policy.

How I collect Data

8. I collect Data in the following ways:
 - a. data is given to me by you. and
 - b. data is collected automatically.

Data that is given to me by you

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9. Ben Franklin Medium will collect your Data in several ways, for example:
 - a. By taking notes during an appointment

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- b. When you contact me by telephone or email
 - c. When you pay for a product or service through my payment gateway
 - d. When you sign up to a newsletter
10. in each case, in accordance with this privacy policy.

Data that is collected automatically

11. To the extent that you access the Website, I will collect your Data automatically, for example:
- a. I automatically collect some information about your visit to the Website. This information helps me to make improvements to Website content and navigation and includes your IP address, the date, times and frequency with which you access the Website and the way you use and interact with its content.
 - b. I will collect your Data automatically via cookies, in line with the cookie settings on your browser. For more information about cookies, and how I use them on the Website, see the section below, headed "Cookies".

My use of Data

12. Any or all of the above Data may be required by me from time to time in order to provide you with the best possible service and experience when using my Service/Website. Specifically, Data may be used by me for the following reasons:
- a. To respond to your enquiries.
 - b. To correspond with clients regarding their use of my Service/Website.
 - c. To process your payment.
 - d. To improve my Service/Website.
 - e. To send you my newsletters.
13. in each case, in accordance with this privacy policy.
14. I may use your Data for the above purposes if I deem it necessary to do so for my legitimate interests. If you are not satisfied with this, you have the right to object in certain circumstances (see the section headed "Your rights" below).
15. For the delivery of direct marketing to you via e-mail, we'll need your consent, whether via an opt-in or soft-opt-in:
- a. soft opt-in consent is a specific type of consent which applies when you have previously engaged with me (for example, you contact me to ask me for more details about a particular product/service, and I am marketing similar products/services). Under **Allow cookies** website. [Learn more \(/about/privacy\)](#) opt-in consent, I will take your consent as given unless you opt-out.

- b. for other types of e-marketing, I am required to obtain your explicit consent; that is, you need to take positive and affirmative action when consenting by, for example, checking a tick box that we'll provide.
- c. if you are not satisfied with my approach to marketing, you have the right to withdraw consent at any time. To find out how to withdraw your consent, see the section headed "Your rights" below.

Keeping Data secure

- 16. I will use technical and organisational measures to safeguard your Data, for example:
 - a. access to your account is controlled by a password and a username that is unique to you.
 - b. I store your data on secure servers.
- 17. Technical and organisational measures include measures to deal with any suspected data breach. If you suspect any misuse or loss or unauthorised access to your Data, please let me know immediately by contacting me via this e-mail address: contactme@bensfranklin.com
- 18. If you want detailed information from Get Safe Online on how to protect your information and your computers and devices against fraud, identity theft, viruses and many other online problems, please visit www.getsafeonline.org. Get Safe Online is supported by HM Government and leading businesses.

Data retention

- 19. Unless a longer retention period is required or permitted by law, I will only hold your Data on my systems for the period necessary to fulfil the purposes outlined in this privacy policy or until you request that the Data be deleted.
- 20. Even if I delete your Data, it may persist on backup or archival media for legal, tax or regulatory purposes.

Your rights

- 21. You have the following rights in relation to your Data:
 - a. Right to access- the right to request (i) copies of the information I hold about you at any time, or (ii) that I modify, update or delete such information. If I provide you with access to the information I hold about you, I will not charge you for this, unless your request is "manifestly unfounded or excessive." Where I am legally permitted to do so, I may refuse your request. If I refuse your request, I will tell you the reasons why.
 - b. Right to correct- the right to have your Data rectified if it is inaccurate or incomplete.
 - c. Right to erase- the right to request that I delete or remove your Data from my systems.

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- e. Right to data portability– the right to request that I move, copy or transfer your Data.
 - f. Right to object– the right to object to my use of your Data including where I use it for my legitimate interests.
22. To make enquiries, exercise any of your rights set out above, or withdraw your consent to the processing of your Data (where consent is my legal basis for processing your Data), please contact me via this e-mail address: contactme@bensfranklin.com
23. If you are not satisfied with the way a complaint you make in relation to your Data is handled by us, you may be able to refer your complaint to the relevant data protection authority. For the UK, this is the Information Commissioner’s Office (ICO). The ICO’s contact details can be found on their website at <https://ico.org.uk/>.
24. It is important that the Data I hold about you is accurate and current. Please keep me informed if your Data changes during the period for which I hold it.

Links to other websites

25. My Website may, from time to time, provide links to other websites. I have no control over such websites and are not responsible for the content of these websites. This privacy policy does not extend to your use of such websites. You are advised to read the privacy policy or statement of other websites prior to using them.

Changes of business ownership and control

26. Ben Franklin Medium may, from time to time, expand or reduce my business and this may involve the sale and/or the transfer of control of all or part of Ben Franklin Medium. Data provided by Users will, where it is relevant to any part of my business so transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this privacy policy, be permitted to use the Data for the purposes for which it was originally supplied to us.
27. I may also disclose Data to a prospective purchaser of my business or any part of it.
28. In the above instances, I will take steps with the aim of ensuring your privacy is protected.

Cookies

29. This Website may place and access certain Cookies on your computer. Ben Franklin Medium uses Cookies to improve your experience of using the Website. Ben Franklin Medium has carefully chosen these Cookies and has taken steps to ensure that your privacy is protected and always respected.
30. All Cookies used by this Website are used in accordance with current UK and EU Cookie Law.
31. Before the Website places Cookies on your computer, you will be presented with a message bar requesting your consent to set those Cookies. By giving your consent to the placing of Cookies, you are enabling Ben Franklin Medium to provide a better experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however, certain features of the Website may not function fully, or as intended.
- This website uses cookies to ensure you get the best experience on our website. [Learn more \(/about/privacy/\)](/about/privacy/)

Allow cookies

32. This Website may place the following Cookies:

Type of Cookie	Purpose
Strictly necessary cookies	These are cookies that are required for the operation of my website. They include, for example, cookies that enable you to log into secure areas of my website, use a shopping cart or make use of e-billing services.
Analytical/performance cookies	They allow me to recognise and count the number of visitors and to see how visitors move around my website when they are using it. This helps me to improve the way my website works, for example, by ensuring that users are finding what they are looking for easily.

- 33. You can choose to enable or disable Cookies in your internet browser. By default, most internet browsers accept Cookies, but this can be changed. For further details, please consult the help menu in your internet browser.
- 34. You can choose to delete Cookies at any time; however, you may lose any information that enables you to access the Website more quickly and efficiently including, but not limited to, personalisation settings.
- 35. It is recommended that you ensure that your internet browser is up-to-date and that you consult the help and guidance provided by the developer of your internet browser if you are unsure about adjusting your privacy settings.
- 36. For more information generally on cookies, including how to disable them, please refer to aboutcookies.org. You will also find details on how to delete cookies from your computer.

General

- 37. You may not transfer any of your rights under this privacy policy to any other person. I may transfer my rights under this privacy policy where I reasonably believe your rights will not be affected.
- 38. If any court or competent authority finds that any provision of this privacy policy (or part of any provision) is invalid, illegal or unenforceable, that provision or part-provision will, to the extent required, be deemed to be deleted, and the validity and enforceability of the other provisions of this privacy policy will not be affected.
- 39. Unless otherwise agreed, no delay, act or omission by a party in exercising any right or remedy will be deemed a waiver of that, or any other, right or remedy.
- 40. This Agreement will be governed by and interpreted according to the law of England and Wales. All disputes arising under the Agreement will be subject to the exclusive jurisdiction of the English and Welsh courts.

Changes to this privacy policy

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41. I reserve the right to change this privacy policy as I may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on this website. **Allow cookies**

you are deemed to have accepted the terms of the privacy policy on your first use of the Website

following the alterations. Please direct any questions you have to me by email at contactme@bensfranklin.com.

42. Last Updated: 09-08-2023

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