



**HELLO.**  
**WE RESPECT**  
**YOUR PRIVACY.**  
**ALWAYS.**

TwelveYardsOut

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8th March 2019



# COMMITTED TO PROTECTING YOUR DATA.



At Twelve Yards Out we know how important the information you share with us is. That's why we treat it as if it were our own.

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## COMMITTED TO YOU

**Shhh! This is private.**

The personal data you share with us is not only important to you, but to us too. That's why the private information you willingly share with us, whether through our site, face-to-face, or electronically remains just that. Private.

This Privacy Policy outlines our processes to handling the personal data you share with us, and applies to our site and all services offered by Twelve Yards Out.

This policy is often updated, so by all means come back and review it when you have five.

## THE DATA WE COLLECT?

**Ensuring it's all done right.**

We're pleased to comply with the newly enforced General Data Protection Regulations (GDPR), adopted and enforced by the European Parliament in 2018.

Our site uses Google Analytics to enhance our own understanding of how our site performs for each visitor. To read the Google Analytics Privacy Policy, please [check it out](#).

The information we collect about you via this method could include the following:

1. Visit details. For example, the time spent on each page.
2. Accessing our site. Whether this is via desktop or mobile.
3. Location data. It's always good to understand how far our reach is.

It's important to remember that not one bit of this information allows us to specifically identify who you are, but only how you interact with us from your computer.

## COOKIES

### **Nope, they're not for eating.**

A cookie in this sense is a small text file stored on your computer, tablet or mobile device that allows us to gather specific information to effectively improve our site, and the services we provide to you. In essence, these crumbly little pieces of information are there to inform us to how things are going, and to make a better experience for you.

Every computer is able to decline these tasty bits of data. Web browsers are renowned for their sweet tooth, and have cookies automatically enabled. To disable this function you can simply activate this in your browser settings. However, it's important to remember that by declining cookies, you could be missing out on something great.

## THIRD-PARTY LINKS

### **Make sure you always come back.**

When browsing our site, we may direct you to third-party sites, whether it's ones we have designed, or ones we think could be useful to you. These will no doubt have their own policies, which can, and should be checked out. However, we cannot accept any responsibility for them.

## USE OF YOUR INFORMATION

### **Ticking every box.**

The information we collect from you, and safely store, is mainly collected when we interact electronically. The data we collect in this way ultimately allows us to effectively provide to you the services we offer. The information you supply could be used for the following reasons:

1. To provide any specific information you request about our services.
2. To provide our services, where we must meet a professional obligation.
3. To keep you up-to-date of what's happening in and around the studio.
4. To highlight any specific adjustments to our website, and/or services that could mean what's on offer changes.

We send periodic newsletters to give a sneak peak into the studio goings on. For this, we use MailChimp. A lovely, but cheeky little monkey who knows all too well the importance of privacy. To read his Privacy Policy, please [check it out](#). Unfortunately, we cannot accept responsibility for this. His mitts are all over it.

If at any time, and for any reason you would like to unsubscribe from the list, we include simple, and detailed instructions in the footer of each email.

## PROTECTING YOUR DATA

### **It's yours, and no one else's.**

The data you provide to us is securely stored on servers that are housed behind extra thick walls. Our machines are securely monitored and encrypted by trusted partners who only communicate in code. Each machine is kept up-to-date to ensure the correct protocols are followed, and maintained at all times.

Unfortunately, in today's digital world, information sent through the internet is not always secure. With this in mind, we therefore cannot guarantee its security. Even with our internal processes, and our honest approach, this ultimately means this is sent at your own risk.

## GETTING IN TOUCH

### **Have a burning question?**

If you have any questions about this Privacy Policy, or indeed our site and your experience with it, then please email us:

hello@twelveyardsout.com





# THANK YOU



Email Us:

[hello@twelveyardsout.com](mailto:hello@twelveyardsout.com)

Call Us:

**01732 525 838**

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IT'S ALL  
GOOD  
THINGS.®