

# GDPR / Data Protection / Terms & Conditions (Section 6, Privacy Policy) Updates for Here To There customers



(Apologies for the length of this part, largely legal requirements I am afraid!  
OK the above is a joke, but the rest is not!)

## **Section 1 – General – who and what is the GDPR**

## **Section 2 – Data/PC/Labelmaker Software**

## **Section 3 – eNews/Hard Copy Newsletters**

## **Section 4 – What happens when you order (split by order type)**

## **Section 5 – Telephone Enquires and Procedures**

## **Section 6 – Prepaid Mailing List**

## **Section 7 – Our Webhosting**

## **Section 8 – Steven Knight Media procedures**

## **Section 9 – PA Answer procedures**

---

### **1. General – who and what is the GDPR**

Well... if you're fresh off the shuttle from Mars, you might not have heard of GDPR – a new souped up version of the Data Protection Act. You may have wondered why this lot is happening now, and why everyone's asking if they can email you / write to you now. General Data Protection Regulations comes to us from the EU, but we are assured it will happen after Brexit (which is another can of worms in itself!) **If you don't understand the below, feel free to get in touch with us, and Suzy Scott will be happy to discuss any aspect of this to you.**

Every time there is a new piece of legislation, there is always a bunch of people trying to sell us stuff we don't need – like suggesting we need a shredder (which we have) or a photocopier that could be unsecure thus possibly revealing stuff (our copier is secure, and is just updated again). It does let me wonder how they met the previous rules without it, but I'm not legally qualified on that one! 😊 Last year it was mobile website compliance, otherwise your company will fall from the online search engines. The weirdest thing is, despite an already overdue upgrade to Wordpress, we are busier than ever! (Marketing guys go figure eh?) Suzy recons this will be yet another Millenium Bug-style event (I was on triple time that night!)

**We have always been happy to explain to customers how we do things – even when they don't work as they should! We don't sell your details – or cold-call customers – and that never changed now, or in the future. Customers have always been able to ask why we store data, or that we update or remove their details. You can unsubscribe at any time, without charge or question. But, the law (from Friday 25<sup>th</sup> May 2018) will require us to point this lot out...**

---

### **2. Data / PC / Labelmaker Software**

Any data we do have on our computers is now stored as part of Dropbox, a proprietary secure data storage system. The only things now stored on our PC hard drive is the address labels we use to generate printed Newsletter address labels, and sometimes mailing labels for your order. Suzy is the only person who has access to this computer, which has password protection, anti-virus and firewall. A local cached copy is kept of certain directories, subject to the same setup. The only time this may change is if we need to get someone to look at the machine online in an emergency. We will keep only the minimum of data needed to process your order.

---

### **3. eNews/hard copy Newsletter**

For those of you who we email our eNews to, you've either asked us to, ordered from us before, asked me to keep you up to date, or showed an interest in what we do. **Having looked into the matter, our clearly marked privacy policy (before) means we do not need to request permission**

**from you. It is therefore assumed that after 25<sup>th</sup> May 2018, you will still want to be our customer into the future.**

For those of you who we post our hard copy Newsletters to, there is now a fee of £8.00 for these per year. As you have paid this, we continue to send Newsletters and Updates to you every few months. (The fee does include a 10% discount too). **Having looked into the matter, our clearly marked privacy policy (before) means we do not need to request permission from you. It is therefore assumed that after 25<sup>th</sup> May 2018, you will still want to be our customer into the future.**

**If you do not wish to hear from us again, you can use the unsubscribe button on any of our eNews, or alternatively write, telephone or email us.** Our policies remain the same, but the law requires us to let you know you can request us not to. We will always honour all requests as soon as possible.

We use Mailchimp to deliver our eNews to you, along with the BABUS newsletters to their subscribers too. They are updating their webservers so that if you ask for your details to be removed, all trace of your details can now be removed from their systems.

---

#### **4. What happens when you order**

##### 4a. Mail Order

If you send us an order by post or email, we look at your order, and process hard copy orders once a week. We log your address, and cheque details, but nothing else. If you pay by credit/debit card, this is now processed by Square, who need your card number, expiry date, last 3 or 4 digits on the back, and the postcode the card is registered to (i.e. the shaded sections on our order forms). They or we do not retain your credit card details at any time.

Where a large, bulk delivery or premium service (i.e. special delivery) is requested, we will need to give your address to Royal Mail and/or a delivery company found via Interparcel, only to allow us to deliver your order to you. If some of your order is for publications by Steven Knight Media, we will then scan hard copies/forward emails to Steve, and you can see his procedure under Section 8 below.

##### 4b. Telephone Orders

Our telephones are answered seven days a week by PA Answer Ltd, who are able to take your calls throughout their usual opening hours (see the current catalogue for full details of opening hours and exclusions i.e. bank holidays). When you wish to place an order, they will process your credit/debit card payment via If you pay by credit/debit card, this is now processed by Square, who need your card number, expiry date, last 3 or 4 digits on the back, and the postcode the card is registered to (i.e. the shaded sections on our order forms). If they are unsure, they will follow the telephone enquiries steps below.

They then pass the details of the order to us, by email. They always treat your and our data with the utmost discretion and security, shredding all card details after every transaction (also see under Section 9 below.) They or we do not retain your credit card details at any time.

Where a large, bulk delivery or premium service (i.e. special delivery) is requested, we will need to give your address to Royal Mail and/or a delivery company found via Interparcel, only to allow us to deliver your order to you. If some of your order is for publications by Steven Knight Media, we will then scan hard copies/forward emails to Steve, and you can see his procedure under Section 8 below.

#### 4c. Online Orders for physical products ([heretothere.bigcartel.com](http://heretothere.bigcartel.com))

Our online shop is powered by BigCartel, a US-based shop creation system. They basically make it easy for total beginners to sell things. When you've assembled the goods you want, you then checkout, and pay by PayPal (we don't currently support Stripe). They or we do not retain your credit card details at any time. When your order is done, their system gives you a unique order ID, as well as emailing me with your order. This will give us a note of your address, order, and email address (so I can keep you informed). The BC site will attempt to email you when the order is on it's way.

Where a large, bulk delivery or premium service (i.e. special delivery) is requested, we will need to give your address to Royal Mail and/or a delivery company found via Interparcel, only to allow us to deliver your order to you. If some of your order is for publications by Steven Knight Media, we will then scan hard copies/forward emails to Steve, and you can see his procedure under Section 8 below.

#### 4d, Online Orders for digital downloads ([H2Tdownloads.info](http://H2Tdownloads.info))

Our online shop is powered by a Wordpress extension called PMPro, which restricts pages to password access. We use this to power the downloads – free or paid – we supply. Paid subscriptions are dealt with by PayPal.

---

### **5. Telephone Enquiries and Procedures.**

When our telephone team take your call, they will attempt to assist you on the initial phone call. If they are unclear about something, or you need us to ring you back, they will email us with your name and telephone number. Also see Section 9, PA Answer Policies.

---

### **6. Prepaid mailing list**

We will retain a note of your balance and recent transactions, but no card details are kept on file at any times.

---

### **7. Webhosting**

Later in 2018, we will be moving to a webhost called Evohosting (who we did use years ago). This will move all our websites EXCEPT the shop with BigCartel which remains where it is.

---

### **8. Steven Knight Media's policies.**

Over the last few weeks we have reviewed how we manage personal information which is supplied to us.

One way we receive information is through the orders placed directly with Here To There Publishing. These orders provide us with the name and postal address of your customer(s).

With effect from 00:01 on Wednesday 3rd May 2018 we handle these orders using the following procedure;

1. Upon receipt a Transaction document is produced which will be used to produce an Invoice against Here To There Publishing. The Transaction document(s) will be attached to any invoices that we send you.
2. On production of the Transaction document we will produce a unique transaction code.

Upon receipt of orders from Here To There Publishing we will:

1. Produce a Transaction document and generate a unique Transaction reference
2. Produce an address label to send the publication
3. Respond to the email order, when the book is posted, and advise the unique Transaction reference.

4. Upon completion of this step, the original email order and address label will be deleted from our system and no personal identifying information will be retained.

These changes also mean that we are unable to accept pre-order information until such time that we can process orders sent to us by Here To There Publishing. You should retain the information subject to your own Privacy Policy and we will advise you when we are in a position to process such orders.

---

## **9. PA Answer's policies**

As a valued customer of PA Answer we are contacting you with regards to the General Data Protection Regulation (GDPR) which comes in to force on the 25th May 2018.

We would like to outline the steps that we have taken to comply with GDPR legislation and to reassure you that we are looking after yours and your clients confidential information and information.

Your data:

- All staff members have completed a data protection training programme which they have passed.
- All details you provide us with are stored on our secure database, requiring a unique username and password to access this. Your data will never be shared or sold to any third parties, they are for internal purposes only.
- We never hold unsecured financial information; all accounting transactions are made through our secure cloud-based system (Secure Pay). Call recordings are paused when card details are given.
- We monitor computers for viruses and hacking on daily basis and they are manually audited once a week including keeping our firewall up to date.
- If you decide to terminate our services you can request to be taken off our database immediately if not, we will delete your data after you have not used our service for 1 year or more.
- Any data we input on your diary systems are provided over the telephone by the customer. This is your responsibility to manage correctly under the GDPR legislation. If you have concerns over this, please do contact PA Answer.
- If we are taking data from callers that is no longer relevant, please let us know immediately and we will stop asking for this data and therefore it will no longer be stored.

Your client's data:

- All staff members have completed a data protection training programme and they have all passed this successfully.
  - All information we take over the phone is stored on our secure database, requiring a unique username and password to access and is disposed of after 200 days.
  - All call recordings are stored on our secure server and are deleted after 60 days.
  - We never hold unsecured financial information; all accounting transactions are made through your secure cloud-based systems. We will not write card details down at all. Call recordings are paused when card details are given.
  - We monitor computers for viruses and hacking on daily basis and they are manually audited once a week including keeping our firewall up to date.
- 
-

## **Other Changes to our Terms and Conditions and Policies**

### **8. Environment**

We now generally print on slightly more robust paper – previously 80gsm, now 90gsm (grams per square metre). We usually use Canon Red Label 90gsm PEFC/30-31-041, EU Ecolabel PT/11/002, ISO 9706 certified, with various makes of card being used for the 160gsm card cover on our Pocket Guides. In emergency we may use other sources, like Sainsburys 80gsm PEFC-29-31-183 certified or Morrison's 80gsm PEFC certified (unknown certificate for now).

THAT'S IT – BACK TO THE BUSES...