

Privacy Notice

Summary

Welcome to the privacy notice for www.3headsagency.com ("**3 Heads**", "**we**" and "**us**").

We are committed to respecting and protecting your privacy. This privacy notice sets out how we collect and use any personal data that you provide to us via this website, www.3headsagency.com (our "**site**"), or through interacting with us. It also tells you about your privacy rights and how certain laws may apply to you.

If you have any queries about this notice or how we use your personal information, please contact us at contact@3headsagency.com.

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1. About us

This site is brought to you by 3 Heads Limited. We are a company registered in England and Wales under number 11117812. Our registered office is at 17 Kingsway, St John's Terrace, Bedford, England, MK42 9BJ.

We are the data controller of, and responsible for, any personal data you provide to us, and we are registered with the UK Information Commissioner's Office under number C1096884.

You can contact us about any queries you have regarding this privacy notice at either our postal address above, or at contact@3headsagency.com.

2. What personal data do we collect?

'Personal data' means any data which can be associated with you as an individual, either directly or indirectly. We collect different information depending on how you use our site and interact with us.

The personal data we may collect includes:

- **Identity and contact information**, such as your name, address, email address and telephone details.

- **Usage data**, which includes information about how you use our site. General, aggregated, demographic, and non-personal data (such as aggregated anonymous information about website usage) may be collected by us.
- **Technical data**, such as the device you are using to access our site, your unique device ID, your internet protocol (IP), browser type and version, time zone, display settings, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access our site.
- **Marketing and communications data**, including our communications from and with you, and your preferences in receiving notifications, marketing and other communications from us.
- **Social media data**, such as profile names, images and other content if you connect with us on a social media platform.

If you are one of our clients, we will need to collect additional information (such as payment and transaction data) to provide the services you have requested. If you do not provide this data, we may not be able to perform our contract with you.

If you apply for a career with us online, we will collect the information you provide us (including details of your portfolio, your CV, and any videos or images you upload).

We do not ask for 'special categories' of personal data on our website. Special category data includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions or trade union membership or health information.

Our site is not intended for children and we do not knowingly collect data relating to children.

3. How we collect personal data

Different personal data is collected in different ways.

a) Personal data you provide to us

If you sign up to our mailing list, we collect your contact details and marketing preferences.

We collect information that you provide when you contact us (whether by email, through our site, via social media or otherwise) or request our services. We may also ask you for information if you report a problem with our site.

b) Personal data we collect as you use our site

As you use our site, we will collect your technical and usage data as described above.

Some of this data is collected using cookies, beacons and similar technologies. Cookies are files with small amount of data which are sent to your browser (or device) from our Services and stored on your device. For more information, please see section 5 below ('Cookies').

c) Personal data we obtain from third parties

We occasionally receive customer data from our clients to help us create an appropriate market for them. This is known as 'audience data'. Where we receive personal data from our clients, we obtain assurances that they have all necessary rights to give us that information, and we will only use the information in accordance with their instructions.

4. How and why we use personal data

We will only use your information where:

a) We need the information to fulfil a contract with you

For example, if you correspond with us or ask a question, we will need to use your contact details to reply.

If you (or your organisation) ask us to provide services, or provide us with a service, we will use your contact information (and any associated billing or account information) for this purpose.

b) We have a legitimate interest (reasonable purpose) in doing so

We will use your information for our legitimate operational reasons where our doing so will not unduly affect your rights.

We will use your technical and usage information to:

- Provide and make improvements to our site, and for system maintenance, support, reporting and hosting of data, and troubleshooting.
- Ensure that content from our site is presented in the most effective manner for you and for your device.
- Ensure that our site is secure.
- Analyse how users interact with our site.

If you (or your organisation) has requested our services or offered to provide us with a service, we may use your contact information for business development purposes.

We may also use any or all of the information above to administer and manage our business in general, to detect and prevent misuse of our site (including fraud), and to enforce our T&Cs or any other contract to which we may be a party. If you feel that your interests and fundamental rights outweigh our business purposes, and that we should therefore stop processing your data, please let us know.

c) You have given us your consent

If you have consented to sign up to our mailing list, we will use your contact details to keep in touch for marketing purposes.

d) We need to comply with a legal or regulatory obligation

In certain circumstances, we may need to retain or use your personal data to comply with regulations and/or the law.

5. Cookies

Cookies are small text files placed on your computer when you visit websites. Cookies are typically used to distinguish you from other users so that websites function more effectively, and they can also provide information to website owners.

Our site uses the following cookies:

Cookie name	Purpose	Provider	Expiry	Category
_cf_bm	Distinguishes between humans and bots	Clickfunnels.com	1 day	Strictly necessary

_cf_cm	Distinguishes between humans and bots	Hubspot.com	1 day	Strictly necessary
Embed/v3/counters.gif	Implements forms on our site	Forms.hsforms.com	Session	Strictly necessary
_hssc	Recognises if browser cookie data needs to be updated	3headsagency.com	1 day	Statistics
_hsrc	Recognises visitor's browser	3headsagency.com	Session	Statistics
_hstc	Sets a session ID for statistical purposes	3headsagency.com	1 year	Statistics
hubspotutk	Sets a session ID for statistical purposes	3headsagency.com	1 year	Statistics
vuid	Analyses website usage	Vimeo.com	2 years	Statistics
_ptq.gif	Tracks visitor across platforms; identifies device and site usage	Hubspot.com	Session	Marketing
_ftp	Used by Facebook to deliver advertising products	3headsagency.com	3 months	Marketing
_gcl_au	Used by Google AdSense to analyse advertising efficiency	3headsagency.com	3 months	Marketing
tr	Used by Facebook to deliver advertising products	Facebook.com	Session	Marketing

You can remove cookies from your computer through the settings on your browser, but be aware that this may impact your ability to make use of some features on our and other web sites. Management of cookie settings varies from one browser to another. The "Help" menu of your web browser will provide full instructions, and the following links may also be helpful:

The links below provide instructions on how to control Cookies in all mainstream browsers:

- **Google Chrome:** <https://support.google.com/chrome/answer/95647?hl=en-GB>
- **Microsoft Internet Explorer:** <https://support.microsoft.com/en-us/kb/278835>
- **Microsoft Edge:** <https://support.microsoft.com/en-gb/products/microsoft-edge> (Please note that there are no specific instructions at this time, but Microsoft support will be able to assist)
- **Safari (macOS):** https://support.apple.com/kb/PH21411?viewlocale=en_GB&locale=en_GB
- **Safari (iOS):** <https://support.apple.com/en-gb/HT201265>
- **Mozilla Firefox:** <https://support.mozilla.org/en-US/kb/enable-and-disable-Cookies-website-preferences>
- **Android:** <https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DAndroid&hl=en> (Please refer to your device's documentation for manufacturers' own browsers)

You can opt out of being tracked by Google Analytics across all websites by visiting <http://tools.google.com/dlpage/gaoptout>.

If you have any queries concerning your personal information or any questions on our use of the information we derive from the use of cookies on our websites, please contact us at contact@3headsagency.com.

6. How we share personal data

We will share your data with **our trusted third party service providers**. These include our information technology providers, such as website and mailing list hosts, and our professional advisors whom we retain for advice in respect of our operations. We will only disclose your data to third party service providers under terms of confidentiality, and they will only use your personal data for the purposes stated in this notice.

On rare occasions, we may share personal data when we believe it is necessary to comply with the law, regulation or legal request (including a court order or government inquiry); to enforce or apply our terms of use or other agreements; in the context of a sale of all or part of our business or a reorganisation or restructuring exercise; or to protect the rights, property, or safety of 3 Heads, our employees, our users, or others.

7. International transfers

Whenever we transfer personal data outside of the UK or the EU to a recipient in a third country, we take care to ensure that the data has a similar degree of protection as under the UK GDPR. Where the laws of the recipient country have not been deemed to provide an adequate level of protection on their own, we use specific contracts approved by the UK and/or the EU which give the data the same protection it has here. For further information, and/or to obtain copies of the relevant documents, please contact us at contact@3headsagency.com.

8. Data security

The safety of your personal data is of paramount importance to us, and we use various technical and organisational measures to ensure that your data is secure.

No transmission of information via the Internet or electronic storage is ever completely secure. Although we take appropriate measures to safeguard against unauthorised disclosures of information, we cannot guarantee the security of your data.

9. How long we keep personal data

We will only keep your personal data for as long as needed to fulfil the purposes we collected it for, including for the purposes of satisfying any regulatory, legal, accounting, or reporting requirements. If you contact us, we may keep a record of that correspondence.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the relevant legal requirements.

To obtain further information about how long we retain your personal data, please contact us at contact@3headsagency.com.

10. Third party links

Our site may contain links to third party sites, platforms or applications whose information practices may be different than ours. We recommend that you read their privacy notices, as we have no control over information that is submitted to, or collected by, third parties.

11. Your rights

You have the right to:

- require us to rectify the personal data we hold about you, where that data is incorrect;
- require that we restrict the processing of your personal information in certain circumstances;
- request access to the personal data that we hold about you;
- require that, in certain circumstances, we delete the personal information we hold about you;
- require that we provide you with the information that we hold about you in a structured, commonly used and machine-readable format; and/or
- withdraw your consent to processing (where we are relying on your consent to process the data, such as for marketing purposes).

You also have the right to lodge a complaint with the Information Commissioner's Office, which is the UK supervisory authority for data protection issues (www.ico.org.uk). We would, however, be grateful if you would contact us in the first instance so we can endeavour to deal with your concerns direct.

If you wish to exercise any of these rights, please contact us at contact@3headsagency.com. To protect your privacy and security, we will take reasonable steps to help verify your identity before granting access or making corrections.

12. Changes to this notice or your data

We may amend or modify this privacy notice from time to time. We will post any revised notice on this site.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes.

This privacy notice was last updated on 17 March 2022.