

# Privacy Policy

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## Background & rationale

Written by Jen (BRX) is registered as Belgian Independent (BE0724955333). A senior fundraiser turned cause-led copywriter, I deliver contracted services to clients, a non-exhaustive list of which can be found on my website ([www.writtenbyjen.com](http://www.writtenbyjen.com)). This policy applies to the personal and professional information shared by prospective and existing clients. It explains why I collect this information, how I retain and use it. If you have any questions about these processes you can contact me using the details below:

**By email:** [copy@writtenbyjen.com](mailto:copy@writtenbyjen.com)

**By phone:** +32 (0)499 3636 30 or +44 (0)7557005157

## The type of information I collect

When you get in touch to make a service enquiry, or purchase a service directly, I will collect basic professional and personal information about you. This may include your name, job title, place of work, organisational e-mail address and telephone number. In order to complete my service agreement with you, I may also need you to share client/funder information, audience and marketing information, photos, stories and quotes, project information, organisational financial information and access passwords. At times, you may also be required to share contact information and/or data relating to your service users. (NB: clients are responsible for obtaining informed consent from the individuals involved the creation of case studies, stories and reports, and all photos, quotes or visual elements used).

This list is non-exhaustive and may require the collection of additional data pending the nature of service required. Please note that in order to deliver a high-quality service I may also collect additional information from publicly available sources (e.g LinkedIn, organisational websites). I also use these sources to gather basic professional information about prospective new clients I believe have a legitimate business interest in my service.

## Data collection points

Information may be collected in the following ways:

- When you contact WBJ(BRX) through my website, phone and/or social media channels.
- Service-based e-mail communication and correspondence.
- Service-based phone and video meeting communication.
- Publicly available, on-line sources (e.g. LinkedIn, organisational websites).
- Professional networks and introductions.

I do not buy data from external or third party sources.

## WHY I COLLECT THIS INFORMATION

All information is collected strictly for professional purposes and is used to:

- Prepare project quotations and pitch for work.
- Deliver an efficient and professional service to clients.
- Develop testimonials and other marketing materials to advertise and promote my work.
- Send marketing communications about my work and promote relevant offers and services.

- Manage internal administration.
- Identify potential new clients and connections to support business growth.

## LEGAL BASIS

Data protection law requires WBJ(BRX) to have a legal basis for using personal and organisational information. The basis will, in almost all circumstances, be one of the following:

- You have provided your consent.
- It is necessary to fulfil a contract that we have in place with you.
- It is necessary so that I can comply with legal or regulatory obligation.
- It is in my legitimate interests as an independent trader to further business development.

WBJ(BRX) will only send direct marketing communications to a personal email address if you have given unambiguous and explicit 'Opt-in' consent for us to do so, or in the case of a business address, if I believe you have a legitimate interest in my professional service. You will be provided with the option to 'unsubscribe' from my direct marketing materials. You can withdraw your consent at any time.

## Retaining information

All information is stored in files hosted by DropBox Plus and on a password protected laptop secured by Norton Antivirus. I will delete all shared organisational passwords and access information immediately on project conclusion. In order to retain organisational history, I will retain all shared resources and background materials for one year before they are deleted. I will save a personal copy of final project pieces. These will not be shared or used as portfolio pieces unless they have been made are publicly available online, or I have your explicit consent.

## Third parties

On occasion I work with third party suppliers to complete agreed service contracts. Most often, these include proof readers and graphic designers. Other situations where I may need to share professional and personal information with others may include:

- The use of professional mentoring and coaching services.
- Where I am under a legal or regulatory obligation to disclose your information.
- To obtain legal or financial advice from professional advisors.
- To enforce an agreement we have with you or investigate a suspected breach.
- To protect the rights, property or safety of myself or others.

If deemed necessary, third-party partners are required to sign a non-disclosure agreement to protect confidential information.

## Your rights

Data protection law gives you certain rights in relation to your personal information. These include (in certain circumstances) the right to object to and/or withdraw consent to the processing of professional and personal information, the right to access professional or personal information, and the ability to erase, restrict or receive a machine-readable copy of your personal information.

I will handle any request to exercise your rights in accordance with applicable law. This means there may be certain situations in which I am not legally required to comply with your request. If you wish to exercise any of these rights please get in touch.

Questions and comments regarding this policy should be sent to: Jennifer Ruthe [copy@writtenbyjen.com](mailto:copy@writtenbyjen.com) or by telephone via +32 (0)499 363630 04 +44 (0) 7557005157.

If you have a complaint or concern about how I will handle your personal and organisational information please contact me in the first instance. I will work hard to resolve your concerns, however, if you are still not satisfied you can lodge a complaint with appropriate regulatory body.

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*Ends*

*Last updated 02.12.21*