

Privacy Policy

Background & rationale

Written by Jen SRL is a registered company in the country of Belgium (BE0787.342.862). A specialist copywriting and communications consultancy, this policy applies to the professional information shared by prospective and existing clients. It explains why we collect this information, and how it is retained and used. If you have any questions about these processes please contact:

Jennifer Ruthe, Managing Director

copy@writtenbyjen.com

+32 (0)499 3636 30 or +44 (0)7557005157

Written by Jen SRL attaches great importance to the protection of your privacy and personal data. We will only use your personal details in accordance with the Privacy Act and other relevant current statutory regulations. Any reference in this Privacy Statement to the Privacy Act is a reference to the Law of 8 December 1992 on the protection of privacy in relation to the processing of personal data. Any reference to the Regulation is a reference to the Regulation of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data.

The type of information we collect

When you get in touch to make a service enquiry, or purchase a service directly, we 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. To complete our contractual service agreement, we may also need you to share confidential business 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 (e.g. for the creation of case studies, stories and reports, the use of photos and quotes). In this instance, clients are responsible for obtaining informed consent from the individuals involved.

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 we may also collect additional information from publicly available sources (e.g. LinkedIn, organisational websites). These sources are also used to gather basic professional information about prospective new clients we believe have a legitimate business interest in company services.

Data collection points

Information may be collected in the following ways:

- When you contact Written by Jen SRL through our website, phone and/or social media channels.
- Service-based e-mail communication and correspondence.
- Service-based phone and video meeting communication.
- Publicly available, online sources (e.g. LinkedIn, organisational websites).
- Professional networks and introductions.

We do not buy data from external or third-party sources.



Why we collect this information

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

- Connect with potential new clients.
- 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 our work.
- Manage internal administration.
- Identify potential new clients and connections to support business growth.

Legal basis

Data protection law requires Written by Jen SRL 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 our legitimate interests as a limited company to further business development.

Written by Jen SRL 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 we believe you have a legitimate interest in our professional service. The option to 'unsubscribe' is clearly visible in all direct marketing communications.

Retaining information

All information is stored in files hosted by DropBox Plus and on a password protected laptop secured by up-to-date virus protection software. Shared organisational passwords, access information and personal details of users/clients (e.g. as part of case study interviews) will be deleted immediately upon project conclusion. In order to retain organisational history, we will retain all shared resources and background materials for three years before they are deleted. Unless otherwise requested, a final copy of project pieces will be saved indefinitely. These will not be shared or used as portfolio pieces unless they have been made publicly available online, or explicit consent is in place.

Third parties

On occasion Written by Jen SRL engages third party suppliers to complete agreed service contracts (e.g. proofreaders, graphic designers). Other situations where we may need to share professional and personal information with other parties may include:

- During (confidential) conversations with professional mentoring and coaching services.
- Where there is 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,

As a service user, you have the right to object to and/or withdraw consent at any time. Withdrawal of consent does not affect the lawfulness of the processing on the basis of the consent before it was withdrawn. You also have the right to the right to access professional or personal information, and the ability to erase, restrict or receive a machine-readable copy of your personal information.

If you wish to exercise any of the above, Written by Jen SRL will respond within one (1) month of receiving the request. The request must be sent by recorded delivery or by e-mail to Jennifer Ruthe copy@writtenbyjen.com or by telephone via +32 (0)499 363630 04 +44 (0) 7557005157.

NB: We will handle any request to exercise your rights in accordance with applicable law. This means there may be certain situations in which we are not legally required to comply with your request.

If you have a complaint or concern about how your personal, professional or organisational information is handled, please contact me in the first instance. We will work hard to resolve your concerns, however, if you are still not satisfied you have the right to lodge a complaint regarding the processing of personal details by Written by Jen with the Belgian Commission for the Protection of Privacy.

For more information

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

Ends

Last updated 13.01.23