

PRIVACY & DATA PROTECTION POLICY

Introduction

Karen Cannard, RCDP, is committed to respecting and protecting your privacy. This privacy policy sets out how Karen Cannard, RCDP collects, stores, uses, shares, retains, and destroys personal data in accordance with the applicable data protection laws and regulations, including principles of General Data Protection Regulation (GDPR). Within this policy, personal data is defined as information that can be used to identify an individual, either directly or indirectly.

Karen Cannard, RCDP, is registered with the Information Commissioner's Office (ICO). If you are unhappy with how we collect and use your data, please reach out to us in the first instance so that we can work to address and hopefully resolve your issue. If you feel it is necessary, you can complain to the ICO (www.ico.org.uk).

About Karen Cannard RCDP

Karen Cannard, RCDP, is a career guidance provider serving private clients (individuals) as well as private and public organisations including schools, and charities.

Email address: karen@karencannard.co.uk

Review of this policy

I will keep this privacy policy under regular review and as such, may change it from time to time. Please check the page frequently for any changes. By using our website, you are agreeing to be bound by our privacy policy.

This privacy policy was last updated in September 2025.

What is Karen Cannard, RCDP's lawful basis for processing your personal information?

Karen Cannard RCDP's lawful basis for processing the personal data of private clients (individuals) is 'Contract': processing your data is necessary to deliver our services. As set out by Article 6(1)(b) of the GDPR: "processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract".

Karen Cannard, RCDP, will therefore process your personal data in order to fulfil my contractual obligations to you, or because you have asked me to do something before entering into a contract (e.g. to provide a quote or details of our services, for example). When working for schools and charities, Karen Cannard, RCDP, operates as a Data Processor, and the school or charity operates as the Data Controller.

How do I collect information from you?

Karen Cannard, RCDP, collects personal information about you when:

- you make an enquiry or order via email or via the website – karencannard.co.uk
- when you share personal information or documents containing personal information with me via our website, email, post, text message, telephone call, face-to-face meeting, WhatsApp, Skype, Zoom, or social
- you request that I send you resources
- you share feedback on services provided
- I gather publicly available data sourced online (e.g. from LinkedIn profiles, press releases, news articles, presentations, company websites).
- if your parent or guardian sends information on your behalf.

Should I ask you to provide certain information by which you can be identified, you can be assured that it will only be used in accordance with this privacy policy.

What types of personal information does Karen Cannard RCPD collect?

Personal information means information that can be used to identify an individual. The personal information I collect about you may include:

- Identity data: This may include your name; title; and pronouns
- Contact data: This may include your address/location; telephone numbers; email address; details of social media profiles (e.g. LinkedIn, Skype ID; online portfolios).
- Career details: Career history; education; qualifications; skills and qualities; references; past achievements; and future aspirations and plans as uncovered through telephone / online conversations and written correspondence and content sent via post or email
- Transaction data: This may include the date; time; details; value; and status of your order
- Technical and website usage data: This may include your IP address, browser type/version, browser plug-in types/versions, time zone and location, operating system/platform and other device technology you use to access our website. It may also include information regarding the pages of my website that you access and when you access and when you access them

How does Karen Cannard, RCDP, use your personal information?

By providing personal data, you are consenting to Karen Cannard, RCDP using your data to:

- Provide requested product or service information in response to your enquiries
- Process orders that you have submitted
- Provide our products or services (perform the contract between us)
- Seek your views or comments on the products and services I provide
- Notify you of any changes to my products or services
- Develop and improve my products or services
- Communicate with you about other new or relevant products or services
- Track and analyse user trends
- Monitor the security of our products or services

I will not:

- lease or sell your personal information to third parties
- spam you
- share your personal information with third parties for direct marketing purposes, unless you have permitted us to do so, or we are required to do so by law

Who has access to your personal information?

Under certain conditions, we may disclose your personal information to others as follows:

Third party service providers working on my behalf: I may use carefully chosen third-party service providers for the purposes of completing your order, for providing my services to you, and for running my business. Third-party service providers may include associate advisers already agreed with you, IT and website support professionals, professional advisors supplying banking, legal, insurance, and accountancy services, and online service providers (e.g. PayPal, Carbonite, Canva, Xero). I understand that chosen third-party service providers have adopted relevant security and technical measures to protect your data.

If our use of a third-party service provider requires your data to be transferred outside of the United Kingdom, we understand that these providers work in line with appropriate data security standards e.g. GDPR; the EU-U.S. Privacy Shield Framework; the Swiss-U.S Privacy Shield; and Payment Card Industry Data Security Standards.

Other: I would share personal data in response to a legal or regulatory request e.g. a court order or to investigate or prevent fraud or another crime.

Data security precautions

Security of information transmitted over the internet cannot be assured, therefore we cannot guarantee the security of any information you transmit to us; you do so at your own risk.

Whilst I cannot guarantee that loss, misuse or alteration to data will not occur, Karen Cannard, RCDP, takes appropriate steps to guard against unauthorised access, misuse, alteration, or loss of your personal information under our control.

At your request, I can password protect files before sending them to you via email, with passwords communicated by text message or verbally by telephone.

Use of cookies

Karen Cannard, RCDP, uses cookies to help identify and track visitors, their use of the Karen Cannard, RCDP, website, and their website access preferences.

A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer.

Visitors who do not wish to have cookies placed on their computers should set their browsers to refuse cookies before using the karencannard.co.uk website, with the drawback that some website features may not function properly without the aid of cookies.

Links to other websites

My website may contain links to other websites of interest. However, once you have used these links to leave my site, you should note that we do not have any control over the protection and privacy of any information you provide whilst visiting such sites. This privacy policy applies only to the Karen Cannard, RCDP, website, so please check the privacy statements on the other websites you visit.

Controlling your personal information

Here are some practical steps you can take to restrict the collection or use of your personal information:

Limit the personal information you share: Only share data that you want to share and are comfortable in sharing. However, please note that not sharing requested information may impact the quality of our service.

Audit your publicly available information: Conduct an audit to clarify what personal information you are sharing online. If you share information on public forums e.g. Facebook and LinkedIn, this may be visible to others, unless you lock down your privacy. If, for example, you connect with a member of our staff on LinkedIn, this may be visible to other members of your network, or to other users of the site.

Opt out of electronic communications: We will not contact you for marketing purposes by email, phone, post, or text message unless you have given your prior consent. If you give consent, then I may email you from time to time offering further information about my products and services. If you change your mind about receiving these communications, you

can unsubscribe by clicking the unsubscribe link on our emails or by emailing karen.cannard@outlook.com with the heading **Unsubscribe**.

If you unsubscribe from marketing communications, Karen Cannard, RCDP, reserves the right to contact you about your orders and to share policy updates. You will continue to receive essential account-relevant information.

Cookies: Set your browser to reject cookies.

How to access your personal information as held by Karen Cannard, RCDP.

It is your right to access, amend, and update your personal data as held by Karen Cannard, RCDP

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You can:

- ask for a copy of the information I hold about you
- request that we amend or delete the personal data we hold about you
- revoke your consent to my use of your information for the above listed purposes, accepting this will not entitle you to a refund unless otherwise permitted under our standard terms and conditions
- ask us to stop contacting you for direct marketing purposes

You can take these actions at any time by contacting me at karen.cannard@outlook.com I will acknowledge and respond to your request within 30 days. In the event of such a request, I may need to ask for certain information to confirm your identity to ensure data is only shared with you or at your explicit request.

Find out more about your rights at: <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

Aged 16 or under

Karen Cannard, RCDP, is committed to protecting the privacy of children aged 16 or under. If you are aged 16 or under, please obtain your parent/guardian's permission and forward this to me in writing before you share your personal information with me.

In the event of a data breach

Karen Cannard, RCDP, has a sound understanding of the personal data held, where it is stored, who can access it, how to identify personal data breaches, and how to report and manage them if they occur.

Changes to this policy

This privacy policy may be updated or amended from time to time. Please review this page to stay up to date with any changes. When you use this website, you are agreeing to work in line with this policy.

Karen Cannard, RCDP

1 September 2025