

# PRIVACY POLICY

This Privacy Policy applies between you, the User of this Website, and BGS DREAM FACTORY LTD, the owner and provider of this Website. BGS DREAM FACTORY LTD takes the privacy of your information very seriously. This Privacy Policy applies to our use of any and all Data collected by us or provided by you in relation to your use of the Website.

**Please read this Privacy Policy carefully.**

## Definitions and Interpretation

1. In this Privacy Policy, the following definitions are used:

<b>Data</b>	collectively all information that you submit to BGS DREAM FACTORY LTD via the Website. This definition incorporates, where applicable, the definitions provided in the Data Protection Laws;
<b>Cookies</b>	a small text file placed on your computer by this Website when you visit certain parts of the Website and/or when you use certain features of the Website. Details of the cookies used by this Website are set out in the clause below ( <b>Cookies</b> );
<b>Data Protection Laws</b>	any applicable law relating to the processing of personal Data, including but not limited to the GDPR, and any national implementing and supplementary laws, regulations and secondary legislation;
<b>GDPR</b>	the UK General Data Protection Regulation;
<b>BGS DREAM FACTORY LTD, we or us</b>	BGS DREAM FACTORY LTD, a company incorporated in England and Wales with registered number 14696427 whose registered office is at 71-75, Shelton Street, Covent Garden, London, UNITED KINGDOM, WC2H 9JQ;
<b>UK and EU Cookie Law</b>	the Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended by the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2011 & the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2018;
<b>User or you</b>	any third party that accesses the Website and is not either (i) employed by BGS DREAM FACTORY LTD and acting in the course of their employment or (ii) engaged as a consultant or otherwise providing services to BGS DREAM FACTORY LTD and accessing the Website in connection with the provision of such services; and
<b>Website</b>	the website that you are currently using, bgsdreamfactory.com, and any sub-domains of this site unless expressly excluded by their own terms and conditions.

2. In this Privacy Policy, unless the context requires a different interpretation:

- a. the singular includes the plural and vice versa;
- b. references to sub-clauses, clauses, schedules or appendices are to sub-clauses, clauses, schedules or appendices of this Privacy Policy;
- c. a reference to a person includes firms, companies, government entities, trusts and partnerships;

- d. "including" is understood to mean "including without limitation";
- e. reference to any statutory provision includes any modification or amendment of it;
- f. the headings and sub-headings do not form part of this Privacy Policy.

## **Scope of this Privacy Policy**

- 3. This Privacy Policy applies only to the actions of BGS DREAM FACTORY LTD and Users with respect to this Website. It does not extend to any websites that can be accessed from this Website including, but not limited to, any links we may provide to social media websites.
- 4. For purposes of the applicable Data Protection Laws, BGS DREAM FACTORY LTD is the "data controller". This means that BGS DREAM FACTORY LTD determines the purposes for which, and the manner in which, your Data is processed.

## **Data Collected**

- 5. We may collect the following Data, which includes personal Data, from you:
  - a. name;
  - b. date of birth;
  - c. job title;
  - d. profession;
  - e. contact Information such as email addresses and telephone numbers;
  - f. demographic information such as postcode, preferences and interests;
  - g. financial information such as credit / debit card numbers;
  - h. IP address (automatically collected);
  - i. web browser type and version (automatically collected);
  - j. operating system (automatically collected);
  - k. Depending on the service received by the user, the information required for the continuation of the service may be requested and collected by our company. If such information is generally not specified, the user may not be satisfied with the service received. Since services such as our professional website service focus on designing custom websites for individuals and organizations, we collect and store this information in order to create a more suitable result for you or your company during our website creation process.;

in each case, in accordance with this Privacy Policy.

## **How We Collect Data**

- 6. We collect Data in the following ways:
  - a. data is given to us by you; and
  - b. data is collected automatically.

## **Data That is Given to Us by You**

7. BGS DREAM FACTORY LTD will collect your Data in a number of ways, for example:
  - a. when you contact us through the Website, by telephone, post, e-mail or through any other means;
  - b. when you register with us and set up an account to receive our products/services;
  - c. when you complete surveys that we use for research purposes (although you are not obliged to respond to them);
  - d. when you enter a competition or promotion through a social media channel;
  - e. when you make payments to us, through this Website or otherwise;
  - f. when you elect to receive marketing communications from us;
  - g. when you use our services;

in each case, in accordance with this Privacy Policy.

## **Data That is Collected Automatically**

8. To the extent that you access the Website, we will collect your Data automatically, for example:
  - a. we automatically collect some information about your visit to the Website. This information helps us to make improvements to Website content and navigation, and includes your IP address, the date, times and frequency with which you access the Website and the way you use and interact with its content.
  - b. we will collect your Data automatically via cookies, in line with the cookie settings on your browser. For more information about cookies, and how we use them on the Website, see the section below, headed "Cookies".

## **Our Use of Data**

9. Any or all of the above Data may be required by us from time to time in order to provide you with the best possible service and experience when using our Website. Specifically, Data may be used by us for the following reasons:
  - a. internal record keeping;
  - b. improvement of our products / services;
  - c. transmission by email of marketing materials that may be of interest to you;
  - d. contact for market research purposes which may be done using email, telephone, fax or mail. Such information may be used to customise or update the Website;
  - e. We use your information for the continuation of the services you have received from us. For example, your business name, etc. will naturally be found on the website we have created for you.;

in each case, in accordance with this Privacy Policy.

10. We may use your Data for the above purposes if we deem it necessary to do so for our legitimate interests. If you are not satisfied with this, you have the right to object in certain circumstances (see the section headed "Your rights" below).
11. For the delivery of direct marketing to you via e-mail, we'll need your consent, whether via an opt-in or soft-opt-in:
  - a. soft opt-in consent is a specific type of consent which applies when you have previously engaged with us (for example, you contact us to ask us for more details about a particular product/service, and we are marketing similar products/services). Under "soft opt-in" consent, we will take your consent as given unless you opt-out.
  - b. for other types of e-marketing, we are required to obtain your explicit consent; that is, you need to take positive and affirmative action when consenting by, for example, checking a tick box that we'll provide.

- c. if you are not satisfied with our approach to marketing, you have the right to withdraw consent at any time. To find out how to withdraw your consent, see the section headed "Your rights" below.
12. When you register with us and set up an account to receive our services, the legal basis for this processing is the performance of a contract between you and us and/or taking steps, at your request, to enter into such a contract.
  13. We may use your Data to show you BGS DREAM FACTORY LTD adverts and other content on other websites. If you do not want us to use your data to show you BGS DREAM FACTORY LTD adverts and other content on other websites, please turn off the relevant cookies (please refer to the section headed "Cookies" below).

## **Who We Share Data With**

14. We may share your Data with the following groups of people for the following reasons:
  - a. any of our group companies or affiliates - In case you prefer our other services, your user information is shared with our different company departments and other BG's Dream Factory companies that can offer different services in order not to be requested from you again.;
  - b. our employees, agents and/or professional advisors - Your user information is shared with our employees so that you can get better value for the service provided to you. The representative assigned to you ensures the continuation of the service with the help of the information you provide us.;
  - c. third party service providers who provide services to us which require the processing of personal data - We receive services from different companies to provide our services. In order to carry out our operations, we only share your information with third parties that is necessary for the continuation of the service.;
  - d. third party payment providers who process payments made over the Website - Since our payment infrastructures are provided by different companies and organisations, your information may be shared with third party payment providers when you make a payment to our company.;
  - e. relevant authorities - In case of any offence or investigation/judgement, we will share your information with the relevant authorities upon request from the relevant authorities. In addition, if you or your company sells or attempts to sell prohibited products/services through the systems we have established within the scope of the service contracts on our law page, we may initiate the necessary legal proceedings and in this case we may use your personal information in this context.;

in each case, in accordance with this Privacy Policy.

## **Keeping Data Secure**

15. We will use technical and organisational measures to safeguard your Data, for example:
  - a. access to your account is controlled by a password and a user name that is unique to you.
  - b. we store your Data on secure servers.
  - c. payment details are encrypted using SSL technology (typically you will see a lock icon or green address bar (or both) in your browser when we use this technology.
16. We are certified to We include infrastructures of different companies in our infrastructure. The infrastructures we use have HTTPS secure access, SSL/TLS encrypted connection and PCI DSS (Payment Card Industry (PCI) Data Security Standards) options.. This family of standards helps us manage your Data and keep it secure.
17. Technical and organisational measures include measures to deal with any suspected data breach. If you suspect any misuse or loss or unauthorised access to your Data, please let us know immediately by contacting us via this e-mail address: [support@bgsdreamfactory.com](mailto:support@bgsdreamfactory.com).

18. If you want detailed information from Get Safe Online on how to protect your information and your computers and devices against fraud, identity theft, viruses and many other online problems, please visit [www.getsafeonline.org](http://www.getsafeonline.org). Get Safe Online is supported by HM Government and leading businesses.

## Data Retention

19. Unless a longer retention period is required or permitted by law, we will only hold your Data on our systems for the period necessary to fulfil the purposes outlined in this Privacy Policy or until you request that the Data be deleted.
20. Even if we delete your Data, it may persist on backup or archival media for legal, tax or regulatory purposes.

## Your Rights

21. You have the following rights in relation to your Data:
  - a. **Right to access** - the right to request (i) copies of the information we hold about you at any time, or (ii) that we modify, update or delete such information. If we provide you with access to the information we hold about you, we will not charge you for this, unless your request is "manifestly unfounded or excessive." Where we are legally permitted to do so, we may refuse your request. If we refuse your request, we will tell you the reasons why.
  - b. **Right to correct** - the right to have your Data rectified if it is inaccurate or incomplete.
  - c. **Right to erase** - the right to request that we delete or remove your Data from our systems.
  - d. **Right to restrict our use of your Data** - the right to "block" us from using your Data or limit the way in which we can use it.
  - e. **Right to data portability** - the right to request that we move, copy or transfer your Data.
  - f. **Right to object** - the right to object to our use of your Data including where we use it for our legitimate interests.
22. To make enquiries, exercise any of your rights set out above, or withdraw your consent to the processing of your Data (where consent is our legal basis for processing your Data), please contact us via this e-mail address: [support@bgdreamfactory.com](mailto:support@bgdreamfactory.com).
23. If you are not satisfied with the way a complaint you make in relation to your Data is handled by us, you may be able to refer your complaint to the relevant data protection authority. For the UK, this is the Information Commissioner's Office (ICO). The ICO's contact details can be found on their website at <https://ico.org.uk/>.
24. It is important that the Data we hold about you is accurate and current. Please keep us informed if your Data changes during the period for which we hold it.

## Transfers Outside the United Kingdom and European Economic Area

25. Data which we collect from you may be stored and processed in and transferred to countries outside of the UK and European Economic Area (EEA). For example, this could occur if our servers are located in a country outside the UK or EEA or one of our service providers is situated in a country outside the UK or EEA. We also share information with our group companies, some of which are located outside the UK or EEA.
26. We will only transfer Data outside the UK or EEA where it is compliant with data protection legislation and the means of transfer provides adequate safeguards in relation to your data, e.g. by way of data transfer agreement, incorporating the current standard contractual clauses adopted by the European Commission.
27. To ensure that your Data receives an adequate level of protection, we have put in place appropriate safeguards and procedures with the third parties we share your Data with. This ensures your Data is treated by those third parties in a way that is consistent with the Data Protection Laws.

## Links to Other Websites

28. This Website may, from time to time, provide links to other websites. We have no control over such websites and are not responsible for the content of these websites. This Privacy Policy does not extend to your use of such websites. You are advised to read the Privacy Policy or statement of other websites prior to using them.

## Changes of Business Ownership and Control

29. BGS DREAM FACTORY LTD may, from time to time, expand or reduce our business and this may involve the sale and/or the transfer of control of all or part of BGS DREAM FACTORY LTD. Data provided by Users will, where it is relevant to any part of our business so transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this Privacy Policy, be permitted to use the Data for the purposes for which it was originally supplied to us.
30. We may also disclose Data to a prospective purchaser of our business or any part of it.
31. In the above instances, we will take steps with the aim of ensuring your privacy is protected.

## Cookies

32. This Website may place and access certain Cookies on your computer. BGS DREAM FACTORY LTD uses Cookies to improve your experience of using the Website and to improve our range of products and services. BGS DREAM FACTORY LTD has carefully chosen these Cookies and has taken steps to ensure that your privacy is protected and respected at all times.
33. All Cookies used by this Website are used in accordance with current UK and EU Cookie Law.
34. Before the Website places Cookies on your computer, you will be presented with a message bar requesting your consent to set those Cookies. By giving your consent to the placing of Cookies, you are enabling BGS DREAM FACTORY LTD to provide a better experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however certain features of the Website may not function fully or as intended.
35. This Website may place the following Cookies:

Type of Cookie	Purpose
Strictly necessary cookies	These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.
Analytical/performance cookies	They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
Functionality cookies	These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences

	(for example, your choice of language or region). By using the Website, you agree to our placement of functionality cookie.
Targeting cookies	These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

36. You can find a list of Cookies that we use in the Cookies Schedule.
37. We give you control over which Cookies we use. You can adjust your cookies preferences at any time at: \_\_\_\_\_
38. You can also choose to enable or disable Cookies in your internet browser. By default, most internet browsers accept Cookies but this can be changed. For further details, please see the help menu in your internet browser. You can switch off Cookies at any time, however, you may lose any information that enables you to access the Website more quickly and efficiently.
39. You can choose to delete Cookies at any time; however, you may lose any information that enables you to access the Website more quickly and efficiently including, but not limited to, personalisation settings.
40. It is recommended that you ensure that your internet browser is up-to-date and that you consult the help and guidance provided by the developer of your internet browser if you are unsure about adjusting your privacy settings.
41. For more information generally on cookies, including how to disable them, please refer to [aboutcookies.org](http://aboutcookies.org). You will also find details on how to delete cookies from your computer.

## General

42. You may not transfer any of your rights under this Privacy Policy to any other person. We may transfer our rights under this Privacy Policy where we reasonably believe your rights will not be affected.
43. If any court or competent authority finds that any provision of this Privacy Policy (or part of any provision) is invalid, illegal or unenforceable, that provision or part-provision will, to the extent required, be deemed to be deleted, and the validity and enforceability of the other provisions of this Privacy Policy will not be affected.
44. Unless otherwise agreed, no delay, act or omission by a party in exercising any right or remedy will be deemed a waiver of that, or any other, right or remedy.
45. This Agreement will be governed by and interpreted according to the law of England and Wales. All disputes arising under the Agreement will be subject to the exclusive jurisdiction of the English and Welsh courts.

## Changes to This Privacy Policy

46. BGS DREAM FACTORY LTD reserves the right to change this Privacy Policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the Website and you are deemed to have accepted the terms of the Privacy Policy on your first use of the Website following the alterations.

You may contact BGS DREAM FACTORY LTD by email at [support@bgdreamfactory.com](mailto:support@bgdreamfactory.com).

## Attribution

47. This Privacy Policy was created using a document from [Rocket Lawyer](https://www.rocketlawyer.com/gb/en) (https://www.rocketlawyer.com/gb/en).

This Privacy Policy was created on **07 February 2024**.



## Cookies

Below is a list of the cookies that we use. We have tried to ensure this is complete and up to date, but if you think that we have missed a cookie or there is any discrepancy, please let us know.

### Strictly necessary

We use the following strictly necessary cookies:

Description	Purpose
This website uses cookies to improve the user experience. Cookies are small text files placed in your browser and are used to provide some basic functions of the website. You can choose to accept or decline cookies through your browser's settings.	Cookies are used to provide some basic functions of the website and to improve the user experience. In particular, they are used for purposes such as session management, monitoring site performance and providing personalised content.

### Functionality

We use the following functionality cookies:

Description	Purpose
Functionality cookies are used to provide some basic functionality of a website. They perform tasks such as managing user sessions, remembering site preferences and providing personalised content.	Functionality cookies are used to improve the user experience of a website and provide its basic functions. They perform tasks such as managing user sessions, remembering preferences and providing personalised content.

### Analytical/Performance

We use the following analytical/performance cookies:

Description	Purpose
Analytical or performance cookies are used to track a website's visitor traffic, analyse user interactions and measure site performance. These cookies provide site owners with valuable data about how users use the website and offer information to improve the user experience.	Analytical or performance cookies are used to measure user interactions and site performance of a website. These cookies provide site owners with valuable information about user behaviour by analysing visitor traffic. This information is used to improve the user experience of the website, optimise content and better serve the target audience.

## Targeting

We use the following targeting cookies:

Description	Purpose
Targeting cookies are used to deliver more relevant and personalised content and advertisements to website visitors. These cookies track visitors' online behaviour and customise content and advertisements based on their interests and preferences.	Targeting cookies are used to provide website visitors with a more personalised experience. These cookies track visitors' online behaviour and customise content and advertisements according to their interests, preferences and habits. In this way, it is aimed that users spend more time on the website and increase conversion rates.