

# Privacy policy

Thomas Ridge ("I", "me", "my", "mine") trading as In Context Copy operates the website <https://incontextcopy.com/>. I may change or add to this privacy policy, therefore I advise you to return to it and re-read it periodically.

This privacy policy covers the website <https://incontextcopy.com/> and tells you how I approach collecting, using and disclosing personal data and your choices associated with this data when you use my services. Your privacy is important to me.

By using this site, you agree to the collection and use of information in accordance with this policy.

## What data do I collect?

When you use the site, I may ask you to provide me with certain personal data that I can use to contact or identify you.

Personal data can include, but is not limited to:

- Email address
- First and last name
- Phone number
- Postal address.

Should you decide to become my client and work with me, I may also collect further, voluntary, information from you, such as:

- Sensitive information
- Goals, objectives and aspirations
- Business details.

My website collects some information automatically, using cookies and other technologies to receive and store certain kinds of information when you interact with it using your computer or mobile device.

These technologies helps me recognise you, customise your experience and send you relevant marketing messages.

The information the site collects automatically includes

- Log and device data – information your browser sends whenever you visit our site, which may include your web address, your device model, operating system, browser type, unique device identifier, IP address, mobile network carrier, and time zone or location
- Cookie data – cookies are small text files sent by your computer each time you visit this site. These can be session cookies that last until you close your browser, or persistent cookies that last until you or your browser delete them.

## **How In Context Copy uses your information**

I may use information I collect about you to:

- Provide you with information about my products and services
- Improve my products – I will research and analyse your use of, or interest in, my products, services, or content, or products, services or content offered by others. I do this to help improve my existing products and develop new ones
- Communicate with you – I may send you emails about new product features or other news about my business or on topics I think would be relevant to you. You may opt out of these at any time.
- Responding to your requests.

I may contact you to inform you about changes in my services, service offering and other important service-related notices such as changes to my privacy policy or about security or fraud alerts.

I may develop and display content and advertising tailored to your interests on my products and services on this site and on other sites. I may also use your information to manage my business or perform functions as otherwise described to you at the time I collect it.

## Sharing and Disclosure

I will not share your personal information with others except as indicated within this policy, or when I inform you and give you an opportunity to opt out of having your personal information shared.

I will share your information in the following ways:

- **Third party service providers, agents, or contractors**

I use other companies, agents or contractors (service providers) to perform services on my behalf or to assist mw with providing services to you, For example, to process credit card transactions or other payment methods; to provide services such as marketing, advertising, communications, infrastructure and IT services; to provide customer service, to collect debts; and to analyse and enhance data (including data about users' interactions with my service).

These service providers may have access to your personal or other information to provide these functions. Additionally, some of the information I request may be collected by third party providers on my behalf. I do not authorise them to use or disclose your personal information except in connection with providing their services.

- **Analytics**

I use Google Analytics Google Analytics which is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of my service. Google shares this data with other Google services. Google may use the collected data to contextualise and personalise the ads of its own advertising network.

You can opt-out of making your activity on my website available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visits activity.

For more information on the privacy practices of Google, please visit Google's privacy and terms web page at <https://policies.google.com/privacy?hl=en>

Google also recommends installing the Google Analytics Opt-out Browser Add-on <https://tools.google.com/dlpage/gaoptout> for your web browser. This gives visitors the ability to prevent their data being collected and used by Google Analytics.

- **Advertising**

I may use third-party service providers to show advertisements, which may include targeted advertisements on a third party site after you have visited my website. I and the third party service providers use cookies to inform, optimise, measure performance serve ads based on your previous visits to my site.

- **Payment Providers**

I may provide paid products and/or services within my site. When I do, I use third-party services for payment processing (e. payment processors). I will not store or collect your payment card details. That information is provided directly to our third-party payment processors and their use of your personal information is governed by their own privacy policies.

- **Legal compliance and protection**

If I believe that disclosure is reasonably necessary to comply with a law, regulation, legal or governmental request; to enforce applicable terms of use, including investigation of potential violations thereof; to protect the safety, rights, or property of the public, any person, or In Context Copy as required by law; or to detect, prevent, or otherwise address, security or technical issues or illegal or suspected illegal activities, including fraud).

- **Business transfers**

I may engage in a merger, acquisition, bankruptcy, dissolution, reorganisation, or similar transaction or proceeding that involves the transfer of the information described in this policy. In such transitions, customer information is typically one of the business assets that is transferred or acquired by a third party. In the unlikely event that substantially all of my assets are acquired or enter a court proceeding, you acknowledge that such transfers may occur and that your personal information can continue to be used as set forth in this privacy policy.

- **Links to other sites**

I may have links on our site to other sites that I do not operate. If you click on a third party link, you will be taken directly to that site which is governed by its own privacy notice. I strongly encourage you to read that privacy notice. I do not control that site and assume no responsibility for the content, policies or its practices.

- **Retention**

I will retain your personal data only for as long as is necessary for the purposes set out in this privacy policy. I will retain and use your personal data only to the extent necessary to comply with my legal obligations (for example, if I am required to retain your data to comply with applicable laws), resolve disputes, and enforce my legal agreements and policies.

I will also retain usage data for internal analysis purposes. Usage data is generally retained for a shorter period, except when this data is used to strengthen the security or to improve the functionality of my service, or I am legally obligated to retain this data for longer time periods.

## Your rights and choices

I aim to take reasonable steps so you can correct, amend, delete or limit the use of your personal data.

You have the following choices:

- You may opt out of receiving promotional emails from me at any time
- Your browser's help function should contain instructions on how to set your computer to accept all cookies, to notify you when a cookie is issued, or to not receive cookies at any time.

Your rights under certain circumstances are:

- To access and receive a copy of the personal data i hold about you.
- To rectify any personal data held about you that is inaccurate
- To request the deletion of personal data held about you

You have the right to data portability for the information you have provided to me. You can request to obtain a copy of this information in a commonly used electronic format so that you can manage and move it. I will need to verify your identity before being able to respond to such requests. Please contact me at [tom@incontextcopy.com](mailto:tom@incontextcopy.com)

## **Security**

I believe I use reasonable administrative, logical, physical and managerial measures to safeguard your personal information against loss, theft and unauthorised access, use and modification. Unfortunately, no measures can be guaranteed to provide 100 per cent security. Accordingly, I cannot guarantee the security of your information.

## **Changes to the Policy**

I may change this policy from time to time. If I do make changes, I will post them on this page. If you continue to visit my site after those changes are in effect, you agree to the revised policy. If the changes are significant, I may provide more prominent notice or get your consent on the new policy.

## **Contacting In Context Copy**

If you have any questions about this policy, please email [tom@incontextcopy.com](mailto:tom@incontextcopy.com)

# Cookies policy

Thomas Ridge ("I", "me", 'my", "mine") trading as In Context Copy uses cookies on the website <https://incontextcopy.com/>. By using the website, you consent to the use of cookies.

This cookies policy explains what cookies are, how I use cookies, how third-parties I may partner with may use cookies on the site, your choices regarding cookies and further information about cookies.

## What are cookies?

Cookies are small pieces of text sent to your web browser by a website you visit. A cookie file is stored in your web browser and allows the service or a third-party to recognise you, make your next visit easier and the site more useful to you.

Cookies can be persistent or session cookies. Persistent cookies remain on your personal computer or mobile device when you go offline. Session cookies are deleted as soon as you close your web browser.

## How In Context Copy uses cookies

When you use and access the website, I may place a number of cookies files in your web browser.

I use cookies for the following purposes:

- To enable certain functions of the site; and
- Provide analytics.

I use both session and persistent cookies on the website and I use different types of cookies to run it:

- Essential cookies – I may use cookies to retain information that changes the way the website behaves or looks, such as a user's preferences on the website.
- Analytics cookies – I may use analytics cookies to track information how the site is used so that I can make improvements. I may also use analytics cookies to test

new advertisements, pages, features or new functionality of the site to see how my users react to them.

## **Third-party cookies**

In addition to my own cookies, I may also use various third-parties cookies to report usage statistics of the website, deliver advertisements on and through the website etc.

## **What are your choices regarding cookies?**

If you would like to delete cookies or instruct your web browser to delete or refuse cookies, please visit the help pages of your web browser.

Please note that if you delete cookies or refuse to accept them, you might not be able to use all of the features I offer. You may not be able to store your preferences. Some of this website's pages might not display properly.

## **Disclaimer**

I may change this policy at any time. Should I update this policy, I will post updates to this page on the In Context Copy website.

This policy was last updated in April 2023.