Sarah Jane Docker customer/client privacy notice

This privacy notice tells you what to expect us to do with your personal information.

My contact details:
Sarah Jane Docker
hello@sarahjanedocker.com

What information we collect, use, and why
We collect or use the following information to provide services and goods, including delivery:

- Names and contact details
- Addresses
- Purchase or account history
- Payment details (including card or bank information for transfers and direct debits)
- Photographs or video recordings
- Call recordings
- Records of meetings and decisions

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- You submitted a contact form on our website
- You get in touch with us by any other method
- You are a client and have received invoices, contracts, proposals etc.
- You sent me a brief, or supplied your personal information through other means of reference for a project

We also receive personal information indirectly, from the following sources in the following scenarios:

- Data submitted to us by a client as part of work carried out on a client's project
- Data that you have made publicly available online or in print

How I store your data:

All data that I collect is stored electronically. I am committed to ensuring that the information I hold is kept secure, I have put in place suitable physical, electronic and managerial procedures to safeguard the information I hold (such as multi-factor authentication and security codes).

We collect or use the following information for the operation of customer accounts and guarantees:

- Names and contact details
- Addresses

- Purchase history

We collect or use the following information to prevent crime, prosecute offenders, or defend against legal action:

- Names and contact information
- Customer or client accounts and records
- Financial transaction information (I keep a record of payments you have made to me in my accounts)

We collect or use the following information for service updates or marketing purposes (only when they are provided specifically *for* these purposes)

- Names and contact details
- Marketing preferences
- Records of consent, where appropriate

We collect or use the following information to comply with legal requirements:

- Name
- Contact information
- Financial transaction information (I keep a record of payments you have made to me in my accounts)

We collect or use the following information to In order to fulfill a contract with you:

- Names and contact details
- Purchase or account history
- Payment details (including card or bank information for transfers and direct debits, usually provided by you through a third party platform like GoCardless or Stripe. I cannot see your bank account details as they are obscured by the platforms)
- Photographs or video recordings
- Records of meetings and decisions
- Information relating to compliments or complaints
- Customer or client accounts and records
- Financial transaction information (I keep a record of payments you have made to me in my accounts)
- Recorded images, such as photos or videos
- We collect or use the following information for [Your additional purpose]:

We also collect or use the following information for reference purposes in illustrations that we create for you:

- Photographs, videos and other media that you have provided as reference for artwork!

Lawful bases
Our lawful bases for collecting or using personal information to provide services and goods are:

- Consent
- Contract
- Legal obligation
- Legitimate interest:

My legitimate interests for collecting your personal information are; in order to create and perform a contract with you (you may send reference images or materials personal to you, for me to illustrate from to fulfill your commission), complying with legal obligations including those in line with the contracts to be performed (such as for addressing legal documents, retaining records of sales) or other legal obligations. I may contact you, if you are a past customer or client, in case I require further or new information from you regarding contracts performed with you in the past and for their related records (such as amending administrative errors that are needed for accurate record-keeping, or to discuss, update or renew your copyright terms and licenses if applicable), or to notify you of any issues regarding any contracts and/or any records in relation to the contracts that were performed with you in the past, so that they may be fixed, resolved and updated if needed.

This protects our rights and understandings in terms of the work we have created together and allows for both parties to hold accurate and up to date records, for either our own record keeping purposes (such as bookkeeping, or licenses to reference in the future) or where they are required by law. This will be to ensure that my records are proper and up to date in order to comply with laws (including being able to let authorities know where or from who my income has originated) and to help avoid doubt or disputes (legal/contractual or otherwise) that may cause any distress to either you, or myself in the future.

I may hold recordings of video calls, calls, meeting notes and retention of emails - this is so that they can be referred to in relation to the project that you have commissioned me to do, in order to provide you with my best service as an artist and in aid of solving any disputes, misunderstandings or simply needing to recap information in order to fulfill the work for you. Video calls are made using Zoom and you will be notified during the call if it is recorded or recording.

Our lawful bases for collecting or using personal information for the operation of customer accounts and guarantees are:

- Contract
- Legal obligation
- Legitimate interest:

My legitimate interests for collecting data for the operation of customer accounts and guarantees are so that I can hold a record of my guarantees to you, such as in our commission contracts or other agreements, and allows me to be held accountable to my guarantee to you (usually, that my illustrations are original).

It allows me to refer to my contract(s) with you, in the event of a dispute between us or simply a question that you may have about our agreement, license or project. I do not operate customer accounts as such, however I keep records such as payments received to me from you, and hold your name, contact information and address to comply with the law in regards to record keeping.

Our lawful bases for collecting or using personal information to prevent crime, prosecute offenders or defend against legal action are:

- Contract
- Legitimate interest:

I keep a record of contracts or agreements for commissions so that they may be referred to in the case of a dispute between us, for myself to refer back to so that I can act in keeping with our agreement or in case you lose your copy and wish to have it again, and for proof of commission for both yourself and me and for record keeping purposes.

Our lawful bases for collecting or using personal information for service updates or marketing purposes are:

- Consent
- Contract

Our lawful bases for collecting or using personal information for legal requirements are:

- Contract
- Legal obligation

Our lawful bases for collecting or using personal information for In order to fulfill a contract with you are:

- Contract

Our lawful bases for collecting or using personal information for reference purposes in illustrations that we create for you are:

- Consent
- Contract

Any personal images or media that you send to me for reference in my illustrations for you will be returned to you, or the copies that I hold will be erased, when our project is complete and they are no longer needed for reference and upon request from you that they are returned or erased.

Where we get personal information from:

- People directly (you)
- Third parties:

In the event that you are working in partnership with a publisher, agent or other third party, they may provide me with information that pertains to you such as CCing you into an email including myself (I would then know your email and/or name), or letting me know your brief how they think I might be able to help you as an illustrator.

How long we keep information:

Under UK GDPR and the DPA 2018 personal data processed by Sarah Jane Docker must not be retained for longer than is necessary for its lawful purpose.

The default standard retention period for all of our records is up to 7 years, no less than 6. For contracts that include copyright licenses or special terms, these are kept for as long as necessary in line with the terms of the contract itself (for example, if the license term is for 15 years, we will hold a record of the license or agreement until then when it expires) and a period of 6 years for standard terms and conditions agreements without special terms (such as I created a pet portrait for you, for you to have as a keepsake. I only need the agreement to help keep a record that I was commissioned). In the case of information provided for illustration reference purposes, such as photographs or other media, these will be deleted once the project work is complete and they are no longer needed for reference.

Who we share information with

Data processors (see their Privacy policies on their websites)

Past

- Wave https://www.waveapps.com/payments

This data processor does the following activities for us: I haven't used Wave for a number of years after switching to Zoho books, so only a very small number of my clients data has been shared with them. They are an accounting / invoicing platform who generated invoices for me. You will have received communication via Wave if this applies to you.

- Stripe

This data processor does the following activities for us: Processed payments. You will have provided your details to them if you paid me through them.

- PayPal

This data processor does the following activities for us: Processed payments. You will have provided your details to them if you paid me through them.

Present

- Zoho Books https://www.zoho.com/books/

This data processor does the following activities for us: Generates invoices for clients using GBP. You will have received communication via Zoho Books if this applies to you. They also hold customer information, which I am in the process of migrating to Hubspot (see below)

- https://invoice-generator.com

This data processor does the following activities for us: Generates invoices for me where non-UK currencies are needed.

- GoCardless https://gocardless.com

This data processor does the following activities for us: They are a payment platform who you can set up direct debits with. I can also request payments via their platform. You share your data with GoCardless rather than myself inputting it. I do not see your card details. You will have received communication via GoCardless if this applies to you.

- Google https://www.google.co.uk/

I use Google's services such as Gmail, Drive, Sheets and Docs. Documents made may contain your personal details such as name, email and address. My accounts are recorded using Google Sheets and your name is written next to payments you have made to me. Gmail is my email platform that we communicate using and Drive is where I share my files with you.

- Hubspot

I am currently in the process of updating and then migrating all of my customer information, to a CRM in Hubspot. This is so that it is all in one place rather than with different processors. **Once I am finished with migration, I will request that the data held elsewhere for the same purposes is erased.** I will update this notice accordingly once this is completed. Hubspot is a one stop customer management system that will be a base for all of my records including contracts and contact details in the future.

- Zoom

Zoom is used for video calls.

Others we share personal information with

- Relevant regulatory authorities

- External auditors or inspectors
- Organisations we're legally obliged to share personal information with
- Publicly on our website, social media or other marketing and information media (where appropriate and *never addresses or emails*, only images and videos of projects that we have worked on together)

Sharing information outside the UK
Where necessary, we may transfer personal information outside of the UK. When doing so, we comply with the UK GDPR, making sure appropriate safeguards are in place. Please contact us for more information.

Where necessary, our data processors may share personal information outside of the UK. When doing so, they comply with the UK GDPR, making sure appropriate safeguards are in place. Please contact us for more information.

Your data protection rights
Under data protection law, you have rights including:

- Your right of access - You have the right to ask us for copies of your personal data.
- Your right to rectification - You have the right to ask us to rectify personal data you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
- Your right to erasure - You have the right to ask us to erase your personal data in certain circumstances.
- Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal data in certain circumstances.
- Your right to object to processing - You have the right to object to the processing of your personal data in certain circumstances.
- Your right to data portability - You have the right to ask that we transfer the personal data you gave us to another organisation, or to you, in certain circumstances.
- Your right to withdraw consent – When we use consent as our lawful basis you have the right to withdraw your consent.
- You don't usually need to pay a fee to exercise your rights. If you make a request, we have one calendar month to respond to you.
- To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

How to complain
If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you *remain* unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

Website: https://www.ico.org.uk/make-a-complaint

I am registered with the ICO and you can find me on their register of data protections fee payers.

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13 June 2024