

## Heading Privacy Policy

This privacy policy will explain how our organization uses the personal data we collect from you when you use our website.

Topics:

- What data do we collect?
- How do we collect your data?
- How will we use your data?
- How do we store your data?
- What are your data protection rights?
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### What data do we collect?

Heading collects the following data:

- Personal identification information (Name, email address, company, job title)
- Location data (geolocation, based on your IP address)
- Timestamp data (when you complete our form or open some of our emails)
- Statistical data (the number of times you open some of our emails, or click on any links inside of them)

### How do we collect your data?

You directly provide Heading with most of the data we collect. We collect data and process data when you:

- ‘Register your interest’ using the form on our webpage

Heading also receives your data indirectly from the following sources:

- Mailchimp provides us with data supplied by your browser, when you interact with the form on our website or any emails we send using their service
  - For more information about how the ‘open tracking’ software within emails sent by Mailchimp works, click [here](#)

## How will we use your data?

Heading collects your data so that we can:

- Email you with additional information about our business offering
- Track whether you seem interested in the emails we send
- Contact you at a time appropriate to your time zone
- Erase your data after a defined period measured from the time of its submission

By submitting your information using our form, you agree that Heading will share your data with Mailchimp so that we can use your data in the manners above. For more information on their privacy practices, click [here](#).

## How do we store your data?

Heading stores your data at using Mailchimp's servers, which are located in the United States. By submitting your information using our form, you agree that your data may be transferred to, stored, or processed in the United States. Mailchimp participates in and has certified its compliance with the EU-U.S. Privacy Shield Framework. More information about this scheme, which is designed to protect the privacy rights of EU citizens, can be found [here](#).

Heading will keep your personal identification information for three years, measured from the time of submission. Once this time period has expired, we will delete your data by unsubscribing you from our mailing list. Mailchimp may retain your information for slightly longer; full information about which can be found in clause F of their [privacy policy](#).

## What are your data protection rights?

Heading would like to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

**The right to access** – You have the right to request Heading for copies of your personal data. We may charge you a small fee for this service.

**The right to rectification** – You have the right to request that Heading correct any information you believe is inaccurate. You also have the right to request Heading to complete the information you believe is incomplete.

**The right to erasure** – You have the right to request that Heading erase your personal data, under certain conditions.

**The right to restrict processing** – You have the right to request that Heading restrict the processing of your personal data, under certain conditions.

**The right to object to processing** – You have the right to object to Heading's processing of your personal data, under certain conditions.

**The right to data portability** – You have the right to request that Heading transfer the data that we have collected to another organization, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us at our email: [info@headinghealth.com](mailto:info@headinghealth.com)

Or write to us: Heading Health, 62-68 Rosebery Avenue, Flat 1, London, EC1R 4RR

## **Cookies**

Cookies are text files placed on your computer to collect standard Internet log information and visitor behaviour information.

For further information, visit [allaboutcookies.org](http://allaboutcookies.org).

## **Do we use cookies?**

Heading does not use cookies, but we use a similar technology called local data storage. We do this only for our site's functionality, and do not use any cookie-related technology to collect information about your visit to our website, the content you viewed, or the links you followed.

The local data we do collect is stored only on your local browser and is not sent to us, our servers, nor to any other third-party. It's used to:

- Adjust the site to work with your device
- Remember whether you've clicked any links

## **Managing local data storage**

In general, setting your browser not to accept cookies will not affect local data storage. However, if you use [this](#) chrome extension, you will be able to manage the files that websites save on your computer (including local data storage). Our website stores data under the key name "Elementor".

## **Privacy policies of other websites**

The Heading website contains links to other websites. Our privacy policy applies only to our website, so if you click on a link to another website, you should read their privacy policy.

## **Changes to our privacy policy**

Heading keeps its privacy policy under regular review and places any updates on this web page. This privacy policy was last updated on 24 June 2020.

## **How to contact us**

If you have any questions about Heading's privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us.

Email us at: [info@headinghealth.com](mailto:info@headinghealth.com)

Or write to us: Heading Health, 62-68 Rosebery Avenue, Flat 1, London, EC1R 4RR

### **How to contact the appropriate authority**

Should you wish to report a complaint or if you feel that Heading has not addressed your concern in a satisfactory manner, you may contact the Information Commissioner's Office.

Telephone: 0303 123 1113

Website: <https://ico.org.uk>