**Privacy Policy Notice**

**The policy:** This privacy policy notice is served by Valorous (formerly known as Cawk Marketing) at the website; [www.valorous.digital](http://www.valorous.digital).The purpose of this policy is to explain to you how we control, process, handle and protect your personal information through the business and while you browse or use this website. If you do not agree to the following policy you may wish to cease viewing / using this website, and or refrain from submitting your personal data to us.

**Policy key definitions:**

* "I", "our", "us", or "we" refer to the business, **Valorous Digital**.
* "you", "the user" refer to the person(s) using this website.
* GDPR means General Data Protection Regulation.
* PECR means Privacy & Electronic Communications Regulation.
* ICO means Information Commissioner's Office.
* Cookies mean small files stored on a user’s computer or device.

**Key principles of GDPR:**

Our privacy policy embodies the following key principles; (a) Lawfulness, fairness and transparency, (b) Purpose limitation, (c) Data minimisation, (d) Accuracy, (e) Storage limitation, (f) Integrity and confidence, (g) Accountability.

**Processing of your personal data**

Under GDPR we control and / or process any personal information about you electronically using the following lawful bases:

We are exempt from registration in the ICO Data Protection Register because we are not processing personal data.

Should you contact us directly via the phone number or email address as stated on this website, we will continue to store your information until you withdraw consent, or it is determined your consent no longer exists. We do not share your information with third parties.

You can request your personal information is removed from our system at any time by emailing [hello@valorous.digital](mailto:hello@valorous.digital)

If, as determined by us, the lawful basis upon which we process your personal information changes, we will notify you about the change and any new lawful basis to be used if required. We shall stop processing your personal information if the lawful basis used is no longer relevant.

**Your individual rights**

Under the GDPR your rights are as follows:

* the right to be informed;
* the right of access;
* the right to rectification;
* the right to erasure;
* the right to restrict processing;
* the right to data portability;
* the right to object; and
* the right not to be subject to automated decision-making including profiling.

You also have the right to complain to the ICO ([www.ico.org.uk](http://www.ico.org.uk)) if you feel there is a problem with the way we are handling your data.

We handle subject access requests in accordance with GDPR.