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WDTC & Podspike Privacy and Data Protection Policy

Why might we hold and process your data?

In accordance with Article 5 of the GDPR (General Data Protection Regulation) (EU) 2016/679, *Why did the Chicken? Limited*, also trading as *Podspike*, our staff, subcontractors and 3rd parties (who help us deliver our services, understand who is using our services and improve their user experience) may hold and process your personal data for one or more of the following purposes or reasons:

- You have contacted us to ask a question, request support or make a complaint;
- You have subscribed to our newsletter / The Podcast Clinic;
- You are using one of our websites;
- You are hold a Pro Membership / are a Pro Member;
- You are a Business Class / Business customer;
- You have purchase one or more services from us;
- You have responded to one of our surveys;
- To enable us to fulfil an order from you;
- You have applied to work with us/are working with us, as a volunteer, intern, employee or subcontractor;
- Equality and Diversity monitoring of talent, guests, staff and subcontractors;
- You have provided us with feedback, a complaint or a testimonial;
- To understand more about who is using our website and their user experience, so we can make improvements to our site;
- To allow us to tell you about current and future services from ourselves and carefully selected 3rd parties offering complementary and relevant capabilities (noting we will not pass your data to these 3rd parties).

Details of which data will be held and managed and when, alongside which services/tools we will use are provided in the following sections.



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What principles will we apply to this data and what rights do you have?

For all the above listed purposes we will:

- Collect only the minimum data required to fulfil the purpose;
- Use any data only for the purpose for which it was intended;
- Ensure we hold the correct data for the purpose;
- Keep the data for only as long as is necessary;
- Apply appropriate security.

In accordance with GDPR, individuals have the right to:

- Be informed about the collection and use of their personal data;
- Be told our purposes for processing their personal data, our retention periods for that personal data, and who it will be shared with;
- Access their personal data and supplementary information;
- Have inaccurate personal data rectified, or completed if it is incomplete;
- Have personal data erased;
- Request the restriction or suppression of their personal data;
- Obtain and reuse their personal data for their own purposes across different services;
- Object to processing based on legitimate interests or the performance of a task in the public interest/exercise of official authority (including profiling); direct marketing (including profiling); and processing for purposes of scientific/historical research and statistics.

Any requests can be made in writing via data@podspike.com.

What specific information will we collect?

When you visit and use our website the following specific types of information may be collected/tracked by us and 3rd parties we work with (e.g. Hotjar) to better understand our customers and their user experience, improve our website and deliver our services:



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- Products you've viewed: we'll use this to, for example, show you products you've recently viewed;
- Location, IP address, device type, device screen size, preferred language and browser information: we'll use this for purposes like understanding your user experience, estimating taxes and shipping;
- Shipping address: we'll ask you to enter this so we can, for instance, estimate shipping before you place an order, and send you the order;
- How you interact with our website, including time spent, your journey and links clicked on/actions;
- We'll use a range of cookies covering Necessary, Functional, Analytics and Marketing purposes as described in our Cookie consent pop-up you'll see when you first visit the site (and periodically over time).

If you contact us using the contact form on the website then we will ask for your name and email address, both of which will be used to respond to you using Gmail.

If you contact us via email or chat then we will store relevant information such as your name, email address, podcast name and nature of your query/question. Information will be processed via Gmail and ticketing system Freshdesk.

If you subscribe to *The Podcast Clinic* newsletter then we will use your email address (and if supplied, your name) to send you our monthly newsletter, as well as occasional marketing messages relating to our and relevant 3rd party services. Information will be processed using Mailchimp.

If you register for a *Pro Membership*/create an account on the website we will ask you to provide your name, email address, podcast name, a link to your podcast, country of residence and credit card/payment details. We'll also ask you to create a username and password when registering for an account and store details about your purchase history on our website. Information will be processed using WooCommerce, AutomateWoo, Zapier, Freshdesk and Postmark.

If you make a purchase on the website we will ask you to provide your name, email address, podcast name and link, country of residence and credit card/payment details. Information will be processed using Stripe, WooCommerce, AutomateWoo, Zapier, Freshdesk and Postmark.

If you make a purchase from us outside of the website we'll ask you to provide relevant details such as your name, email address, a phone number, podcast name and link and billing details. Information will be processed using Gmail, Starling Bank and Google Docs.



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Once a Powerup/service has been purchased we may ask you to provide further necessary information in order to deliver that service e.g. your Podcast Cover Art, social media account names, listener numbers etc. Information will be processed using Gmail and Freshdesk.

If you contact or engage with us as a subcontractor or staff member we will store relevant information about your skills, experience and availability, alongside relevant contact, diversity monitoring and payment details. Information will be processed using Gmail, Starling Bank and Google Docs.

If you make a complaint, provide feedback or a testimonial we will store relevant information about the podcast/content, complaint, feedback or testimonial, alongside your contact details. Information will be processed using Gmail, Google Docs and Freshdesk.

If you contact or engage with us in any other way, we will store only the relevant information necessary to enable this contact or engagement.

In all instances we may use this information in order to:

- Set up your account with us;
- Send you information about your account and order;
- Update you on the progress of your order;
- Enable delivery of your order;
- Respond to your requests and questions, including refunds and complaints;
- Process payments and prevent fraud via Stripe;
- Comply with any legal obligations we have, such as calculating taxes;
- Improve our store offerings;
- Request feedback and testimonials from you;
- Send you marketing messages, if you choose to receive them.

What steps will we take to protect your data and keep it safe?

Staff and subcontractors of *Why did the Chicken?* will be expected to implement and maintain sufficient technical and organisational security measures in order to protect any Personal Data. As a minimum these are to include:



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- a. Use of password protection on any email and customer service accounts, computers and smartphones used in the provision of your services;
- b. Ensuring passwords are known only by authorised and appropriate individuals;
- c. Ensuring that any physical documents are stored in lockable premises;
- d. Ensuring that they confirm the identity of individuals who claim to work for us;
- e. Remaining vigilant to phishing and social engineering attacks.

The measures taken by 3rd parties will be detailed in their respective policies (see below).

Which 3rd parties might we pass data to, in order to provide our services?

We will share necessary information, as described above, with the following third parties in order to provide our services to you:

- Mailchimp - read their privacy policy [here](#);
- WooCommerce/Automattic - read their privacy policy [here](#);
- Stripe - read their privacy policy [here](#);
- Gmail - read their privacy statement [here](#);
- Google Drive - read their privacy statement [here](#);
- Freshdesk - read their data policy [here](#);
- Starling Bank - read their privacy notice [here](#);
- Zapier - read their privacy policy [here](#);
- Postmark - read their privacy policy [here](#);
- Hotjar - read their GDPR and Privacy Policy [here](#).