

DFK Alternative Privacy Policy

Wow has anyone ever read one of these?

We have to have one of these dealios to explain how we comply with the GDPR (General Data Protection Regulation), the DPA (Data Protection Act) and the PECR (Privacy and Electronic Communications Regulations) because God knows there's not enough actual interesting things in the world to read, you need to read 1,000 words of legalese nonsense that makes literally not one bit of difference to anyone, ever.

Also, we don't really know what these things are. We're just a small team of support staff who thought we'd have a laugh and try to get your attention on this tedious topic.

Short words (written by short people)

The best bit about the GDPR is that all this has to be "concise, transparent, intelligible and easily accessible" so hold on to your hats, motherfuckers, this is going to be the shortest, clearest and best fuckin' privacy policy you ever did see.

So. Here we go...

About Us

We're a tiny, overstretched business and we don't have the time or energy to do anything nefarious with your data. It's not that we're not evil – we're as corruptible as anyone – we're just too tired to think up a malevolent plot to steal your identity.

We collect and store the info we need to provide you with the service as members or potential members. We occasionally stalk you via LinkedIn and other social media. That's really it.

COOKIES

Seriously who actually cares? Do you even know what a cookie is or does? Well then. Yes, we use cookies because that's kinda how the Internet works. If you don't want our delicious home-baked chocolate chip scripts, then you need to block cookies on your browser but don't come crying to us when nothing does what it's supposed to.

STALKY VISITOR TRACKING

Look, we're following you, ok? We use Google Analytics, primarily to stare at the real time stats because they're cool but also to see what stuff people looking at so we can do stuff that member might like.

We also have the other clever stuff installed so that we can see who you are. Yes, you heard it. We are a business and – shocker – we want you to connect with us. We don't think that we have Facebook Pixel, but who knows? If you've not seen the Facebook Ads analytics dashboard MAN ALIVE it's stalker central. That stuff is a terrifying Black Mirror horror show. If you're not on Facebook – well bloody done but the pixel is tracking you anyway - apparently.

We also use sharethis.com which registers a unique ID that identifies the user's device for return visits. We have loads of YouTube cookies because we post YouTube videos – no idea what they do, but it's no creepier than any other YouTube use as far as we can tell.

None of these things store any super personal data about you but probably they nab your IP address, not that we'd know where to look for it or what to do with it. All we see is that a person or

many people have interacted with the website in a particular way. You can mess with us by doing something totally unexpected on the website and skewing our stats. Or you could do something way more fun and useful with your time – like referring business to our members.

DATA STORAGE

DATA!! It's all about the data, baby. A literal huge-tonne of petabytes whirring around the world and what? What's it all for? WHAT DOES IT ALL MEAN? What will future historians actually see of us and our slowly collapsing society? So. We store your data in a few different places and use it in a couple of different ways. You ready for this?

Here on this website! If you register with the site we will store your name and email address. If you contact us we will store your name, email address, postal address, phone number if you give it to us. Your payment details ARE NOT held on the site. We obviously go to the maximum effort to keep this data secure and only three people have access to it. Only one of them ever actually looks at it and that's to solve any technical problems you might have.

We'll be honest: we do absolutely nothing unsurprising or radical with your info. We use your membership details to help you and your clients do business. If you register for one of our conferences we will have some more information about you, including your dietary needs if you tell us about them. We use RegonLine, so they will have the information too, but it seems pretty unlikely that they would care and they tell us that they protect your data and do not share it with anyone. Does that make us EvilMegaCorp? Idk, it's fairly standard isn't it?

Dotmailer! If you've signed up as a member or for our newsletters, merch, anything – your name and email address also wangs its way over to Dotmailer, which is the system we use to manage our newsletters and emails. They are (allegedly) GDPR compliant. You can unsubscribe from emails at any time by hitting the unsubscribe button.

YOUR PAYMENT DETAILS

When you become a member, we send you an invoice to pay membership dues, delegate fees and for stuff you buy. Payment is to our bank and not through our site, so we have no bank or card details or nada here. The bank is GDPR compliant. We have used PayPal, but they are being totally weird about it but will have to be GDPR compliant or everyone in Europe will have to stop using it and probably they don't want that.

EMAIL MARKETING THINGIES AND NEWSLETTERS

If you sign up to our newsletter, we will send you our newsletters – generally around every two months, but occasionally more if there is more interesting stuff to tell you. You can unsubscribe at any time by clicking the unsubscribe button in every email. Your name and email address are stored securely in Dotmailer and on our database at Workbooks, both of which we assured are GDPR compliant.

If you contact us or are a member or prospective member, we will send you emails, usually to deal with the questions that you are asking us. We assume that if you contact us, you want us to get back to you and we therefore need to process your data. Isn't that amazing. Who'd have thought it.

Dotmailer automatically adds tracking things to links so if you click on a link WE KNOW. If you open an email WE KNOW. If you ignore us reminding you to fill out a form, WE KNOW.

The most important thing about this is we have neither the time nor inclination to actually look at or do anything with most of these stats.

YOUR RIGHT TO BE DELETED

FINE, CLEAR OFF THEN, WE DON'T CARE (actually, we do care, very much, so please don't go). If you want to go undercover, just chuck us an email at exec@dfk.com and we'll delete all the info we have on you from our systems while having a passive aggressive huff about what we could have possibly done wrong. This will be a problem if you are the DFK contact partner want to remain a DFK member, so don't expect much business from us if we can't contact you!

This does not include some payment information or personal details if you were an employee. We cannot delete all your history because the taxman will be terribly upset.

SOCIAL MEDIA AND ALL THAT NONSENSE

We use social media a lot, partly to promote our members but mostly as a vehicle for our own vanity. If you talk to us in our LinkedIn group and we become familiar with you, we might find you on Twitter and say hello. You can ask us to be less friendly if you wish and we will of course respect your boundaries.

You are not required to follow our social media accounts and we won't ask our employees or members to temper themselves in the service of us. If they turn out to be racist, bigoted dipshits then we wanna know so we can tell them to go away.

Got it? Read it? Done it? WELL DONE YOU! Celebrate your achievement with a gold star:



Licence this glorious hooaha!

As you are reading this after 24 May 2018, you'll have forgotten about the Great Privacy Policy Viral Extravaganza that followed the publication of what is essentially an DFK executive office internal rant about GDPR.

Anyways, turns out quite a few of you want to use our words for your own Privacy Policy. This is totally cool BUT there are conditions.

BE WARNED THIS IS A DISCLAIMER WARNING

You HAVE to adjust the policy to work for your business. You cannot use it verbatim because it is meaningless for your business, unless your business is exactly the same as ours, in which case what are you even doing, get your own idea.

We CANNOT and WILL NOT and SHALL NOT guarantee this is GDPR compliant for your business. Seek legal advice on this matter for your business. WE ARE NOT RESPONSIBLE FOR YOUR BUSINESS. Not now, not ever, not in any universe or timeline or reboot.

AND FINALLY

If you do use our words, bung us an email on exec@dfk.com just so we can have a giggle about it too. THANKING YOU MUCHLY FINEST OF HUMANS.

Ok we're done now.

Thanks.

Ok bye.

Ok bye love you.

Byeeee.