



Website Privacy Policy for ArielOnlineServices

At JMAM Enterprises Ltd, trading as ArielOnlineServices, we are committed to protecting your privacy and ensuring that your personal data is handled in compliance with the UK General Data Protection Regulation (UK GDPR). This policy outlines how we collect, use, and protect your personal data when you visit our website, <https://arielonline.co.uk>, and how we interact with third-party services and plugins.

1. Who We Are

We are **JMAM Enterprises Ltd t/a ArielOnlineServices**, and our website address is <https://arielonline.co.uk>. We are the data controller responsible for processing your personal data when you interact with our website.

2. What Personal Data We Collect

When you visit or interact with our website, we may collect the following personal data:

- **Comments:** When visitors leave comments on the site, we collect the data shown in the comments form, along with the visitor's IP address and browser user agent string to help with spam detection.
- **Gravatar:** An anonymised string created from your email address (a hash) may be provided to the Gravatar service to see if you are using it. The Gravatar service Privacy Policy is available here: <https://automattic.com/privacy/>. After approval of your comment, your profile picture will be visible to the public in the context of your comment.
- **Media:** If you upload images to the website, avoid uploading images with embedded location data (EXIF GPS). Visitors to the website can download and extract any location data from images on the website.

- **Cookies:** As described in the Cookies section below, we use various types of cookies to improve your experience and analyse site performance.
- **Analytics:** We collect data regarding your interaction with our website, such as the pages you visit, using analytics tools like **Google Site Kit** and **Jetpack**.

3. Cookies

We use cookies to enhance your experience on our website. Cookies are small text files stored on your device that help us remember your preferences and collect information about your website activity.

Types of Cookies We Use:

- **Comment Cookies:** If you leave a comment on our site, you may opt-in to saving your name, email address, and website in cookies. These cookies will last for one year for your convenience, so you do not have to fill in your details again when leaving another comment.
- **Login Cookies:** If you visit our login page, we will set a temporary cookie to check if your browser accepts cookies. This cookie contains no personal data and is discarded when you close your browser. When you log in, we will also set up cookies to save your login information and screen display choices. Login cookies last for two days, and screen options cookies last for a year. If you select “Remember Me,” your login will persist for two weeks. When you log out, the login cookies will be removed.
- **Performance and Optimisation Cookies:** Plugins like **Hummingbird** and **Smush** may set cookies to optimise website performance, such as improving page load times and reducing image sizes. These cookies are essential to the performance of the site but do not collect personal data.

Consent for Cookies

When you first visit our site, you will be presented with a cookie consent banner. You may choose to accept or reject non-essential cookies. You can modify your cookie preferences at any time by adjusting your browser settings.

4. Embedded Content from Other Websites

Articles on this site may include embedded content (e.g., videos, images, articles). Embedded content from other websites behaves in the same way as if you had visited the other website directly. These external websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with their content. We recommend reviewing the privacy policies of these websites to understand how they handle your data.

5. Analytics and Tracking Plugins

We use the following third-party analytics and tracking plugins to monitor and improve our website performance:

- **Google Site Kit:** Google Site Kit integrates various Google services such as Google Analytics, Search Console, and AdSense to provide insights into website performance. Data collected may include IP address, browser information, and user activity.
- **Jetpack:** Jetpack collects data to provide security, performance enhancements, and analytics on visitor interactions. This data may include IP address, browser type, referring page, and pages visited.
- **Hummingbird:** This plugin optimises site performance and speed by minimising files and caching data but does not collect personal information.
- **Smush:** Used for image optimisation, Smush processes images uploaded to the site. While it does not store personal data, it may collect information related to image file sizes and compression details.

6. Third-Party Marketing Tools

- **MailChimp:** We use MailChimp for sending newsletters and updates to users who opt in. MailChimp may collect your email address, name, and other contact details. You can unsubscribe from these communications at any time by clicking the "unsubscribe" link in our emails.

7. Legal Basis for Processing

We process your personal data based on the following legal bases:

- **Consent:** For cookies and other non-essential data processing activities, such as saving your comment details for future use, and for subscribing to our newsletter.
- **Legitimate Interests:** To protect our website from spam and unauthorised access by collecting IP addresses and browser information, and to provide a smooth and secure user experience.

8. Who We Share Your Data With

We may share your data with third-party service providers to ensure the smooth operation of our website, such as:

- **Google:** For site analytics and performance monitoring via Google Site Kit.
- **Automattic (Jetpack, Gravatar, etc.):** For security, performance enhancements, and user engagement tools.
- **MailChimp:** For managing our newsletter and email communications.

We do not sell or trade your personal data to third parties for marketing purposes.

9. How Long We Retain Your Data

- **Comments:** If you leave a comment, the comment and its metadata are retained indefinitely. This helps us recognise and approve any follow-up comments automatically instead of holding them in a moderation queue.
- **User Profiles:** For users who register on our website (if any), we store the personal information they provide in their user profile. All users can see, edit, or delete their personal information at any time (except they cannot change their username). Website administrators can also see and edit that information.
- **Cookies:** Cookies for comments and logins last as described in the Cookies section, depending on user settings.

10. Your Rights Regarding Your Data

You have the following rights under UK GDPR:

- **Right to Access:** You may request an exported file of the personal data we hold about you, including any data you have provided to us.
- **Right to Rectification:** You can request that we correct any inaccuracies in your personal data.
- **Right to Erasure:** You may request that we delete any personal data we hold about you, except for data we are legally required to retain (e.g., for legal, administrative, or security purposes).
- **Right to Object:** You may object to our processing of your personal data where we rely on legitimate interests.

If you wish to exercise any of these rights, please contact us at contact@arielonline.co.uk.

11. International Data Transfers

Some of the third-party services we use, such as Google Analytics, Jetpack, and MailChimp, may involve transferring your data outside the UK or European Economic Area (EEA).

Where such transfers occur, we ensure that adequate safeguards are in place, such as Standard Contractual Clauses (SCCs), to protect your data.

12. Data Security

We take appropriate measures to ensure that your data is secure. This includes using industry-standard encryption and secure systems to prevent unauthorised access, loss, or misuse of your personal information.

13. Updates to This Policy

This privacy policy is effective as of [Insert Date]. We may update this policy from time to time in response to legal or operational changes. We will notify you of any significant changes by posting the new policy on our website or by emailing you, if applicable.



14. Contact Us

If you have any questions or concerns regarding this privacy policy or your personal data, please contact us at:

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