



Privacy and Cookie Policy for FEM

Last Updated: 7th March 2025

1. Introduction

Welcome to FEM (“we,” “us,” or “our”). We respect your privacy and are committed to protecting your personal data. This Privacy and Cookie Policy explains how we collect, use, disclose, and safeguard your information when you visit our website www.sharongusman.com (the "Website"). By using our Website, you agree to the collection and use of information in accordance with this policy.

2. Data Controller

FEM is the data controller responsible for your personal data. If you have any questions about this policy, please contact us at:

Email: hello@sharongusman.com

3. Information We Collect

We may collect and process the following categories of personal data:

- **Personal Identification Data:** Name, email address, phone number, and any other information you provide.
- **Technical Data:** IP address, browser type, device information, operating system, and other technical details.
- **Usage Data:** Information about how you use our Website, including page views, time spent, and interactions.
- **Communication Data:** Any correspondence you send us via email, contact forms, or other channels.

4. How We Use Your Information

We use your data for the following purposes:

- **To Provide and Manage Our Services:** Ensuring Website functionality and responding to your requests.
- **To Improve Our Website:** Analysing usage trends to enhance user experience.
- **For Legal Compliance:** Meeting our legal obligations under UK GDPR, Data Protection Act 2018, and other applicable laws.
- **Marketing Communications:** Sending promotional materials (only with your consent).

5. Legal Basis for Processing

We process personal data under the following legal bases:

- **Consent:** When you opt-in to receive marketing communications.
- **Contractual Necessity:** When processing is required to fulfil a contract with you.
- **Legal Obligation:** To comply with applicable legal and regulatory requirements.
- **Legitimate Interests:** When processing is necessary for our business purposes, provided it does not override your rights.



6. Sharing Your Data

We do not sell, rent, or trade your personal data. However, we may share your data with:

- **Service Providers:** Third parties who assist in operating our Website (e.g., hosting, analytics).
- **Legal Authorities:** When required by law or to protect legal rights.

7. International Data Transfers

If we transfer your data outside the UK or EEA, we ensure appropriate safeguards are in place, such as Standard Contractual Clauses or other approved mechanisms.

8. Data Retention

We retain your personal data only for as long as necessary for the purposes outlined in this policy, unless required by law to retain it longer.

9. Your Rights

Under applicable data protection laws, you have the following rights:

- **Access:** Request a copy of your data.
- **Rectification:** Correct inaccurate or incomplete data.
- **Erasure:** Request deletion of your data.
- **Restriction:** Limit processing of your data.
- **Objection:** Object to processing based on legitimate interests.
- **Data Portability:** Receive your data in a structured format.

To exercise any of these rights, contact us at hello@sharongusman.com.

10. Cookies and Tracking Technologies

Our Website uses cookies to enhance user experience.

Types of Cookies We Use

- **Strictly Necessary Cookies:** Essential for website functionality.
- **Performance Cookies:** Collect anonymised usage data.
- **Functional Cookies:** Enhance user experience.
- **Targeting Cookies:** Used for marketing and advertising purposes.

Managing Cookies

You can manage your cookie preferences via your browser settings. For more details, visit www.allaboutcookies.org.

11. Security Measures

We implement appropriate technical and organisational measures to protect your data against unauthorised access, alteration, or loss.

12. Third-Party Links

Our Website may contain links to external sites. We are not responsible for their privacy practices and recommend reviewing their policies separately.

13. Changes to This Policy



We may update this policy periodically. Any significant changes will be communicated via our Website.

14. Contact Us

If you have any questions about this policy, contact us at:

Email: hello@sharongusman.com

This policy complies with UK GDPR, Data Protection Act 2018, and global data protection laws, ensuring FEM remains transparent and legally compliant.