

Privacy Notice

We comply to GDPR and The Data Protection Act 2018 which helps to keep your personal data safe and secure. We appreciate that when you share your data with us you trust us to look after it. By visiting www.essentialprmarketing.co.uk you are accepting and consenting to the practices described in this policy.

Our Privacy notice describes to you:

1. Who we are.
2. What personal data we need & how we collect it.
3. What we do with your personal data.
4. Who has access to the data that we hold.
5. How we store your data.
6. How long we hold your information for.
7. Your rights and how to exercise them.
8. Changes to this privacy notice.
9. How to contact us and complain.

1. Who we are.

Essential PR Marketing.

Offering Integrated PR, Marketing, Content

We provide affordable, integrated PR, marketing, compelling content and design. Based centrally in Burton on Trent, throughout the Midlands, UK and internationally, we provide effective marketing solutions across a variety of sectors. Every client is unique and equally important to us, from one off freelance, to retained.

We are the Data Controller when processing your data.

The Data Protection contact (person responsible for maintaining records of personal data and data processing activity) is Kathryn Robinson.

2. What personal data we need and how we collect it.

When you engage with us for PR, Marketing, Content or Design we ask for your name, address, telephone number and email address, and personal data in relation your business.

On occasion we may also request relevant information i.e. health information, identification, photographs should the case require.

Potentially for subscription information we ask for your name, address, telephone number and an e-mail address.)

We will only request personal data that is necessary for us to perform our duties.

With regard to each of your visits to our site we may automatically collect the following information:

technical information, including the Internet Protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform;

How we collect your data

We only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where there is a contract in place and we process the personal data in the administration of entering into or maintaining this contract.
- Where it is in the legitimate interest of you and the organisation
- When you give consent (for example on our website contact us form).
Remember whenever you give us consent you are in control of how we contact you, and if you would like to unsubscribe at any time we provide the information on how you do this easily.

3.What we do with your personal data

We will use this information:

- To carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, and services that you request from us.
- To provide you with information about other events, products and services we offer that are similar to those that you have already purchased or enquired about.
- To notify you about changes to our products and services.
- To ensure that content from our site is presented in the most effective manner for you and for your computer.

Without this information Essential PR Marketing would be unable to offer its services. None of your data is passed on to third parties for direct marketing purposes. If we would like to use your personal data for any other reason, we will always ask for your permission before we do so.

4.Who has access to the data we hold

Access to the information which you have provided will be limited to: Kathryn Robinson and trusted associates involved in any given aspect of your project, i.e. Web design, design, media.

Essential PR Marketing will not sell your data onto third parties at any time however we may share your information with selected third parties including:

- Analytics and search engine providers that assist us in the improvement and optimisation of our site.
We may disclose your personal information to third parties:
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of use and other agreements; or to protect the rights, property, or safety of Essential PR Marketing our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

As the Data Controller we only use trusted third parties to help us to provide our service to you, we have checked their Data Protection/GDPR compliance to ensure that we are happy to share your data.

5.How we store your data

The organisation regularly reviews its arrangements for physical and IT security, ensuring these remain aligned to GDPR and The Data Protection Act 2018 to continue to robustly safeguard personal data, protecting against its unauthorised access or misuse. However, no method of transmission over the internet, or method of electronic storage, can be 100% secure. Therefore, we cannot guarantee the absolute security of your information. The internet by its nature is a public forum, and Essential PR Marketing encourages you to use caution when disclosing information online.

Personal data is processed mainly within the European Economic Area but on occasion, should the need arise, internationally.

6. How long do we hold your data for

We will keep your data for as long as is necessary for Essential PR Marketing to fulfil the purpose of the organisation. The organisation keeps a processing and retention record which gives our specific retention information for each category of data.

7. Your rights and how to exercise them

Access to your personal data and data portability

You have the right to access and receive a copy of the personal information we hold about you. This is called a 'Subject Access Report.' This will provide you with all personal data we hold about you, subject to some limited exemptions for example, you will not necessarily be entitled to access third party information.

Also, you have the right to data portability. Under this right for information you can request that your personal data is provided to you (or another organisation) in a portable, electronic format.

Change, restrict, delete

You may also have rights to change, restrict the use of, or delete your personal information. Unless there is an exceptional circumstance (like where we are required to store personal information for legal reasons) we will generally delete your personal information.

Object

You can object to us processing your information based on our legitimate interests. In such cases, we will delete your personal information within a month of receipt of the objection, unless we have compelling and legitimate grounds to continue using that information or if it is needed for legal reasons.

8. Changes to this Privacy Notice

Essential PR Marketing reserves the right to amend this notice at any time in line with legislative changes. Any changes will be posted on this page. This Privacy Notice was last updated September 2020.

9. How to contact us & complain

Should you be unhappy with how we are handling your data we would hope that you will contact us in first instance at kathryn@kr-emm.co.uk

Alternatively, should you wish to complain you can contact the relevant Supervisory Authority which is the Information Commissioners Office: www.ico.org

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF