

## **Privacy Policy**

This website is provided by Starfish PR (“Starfish”). Your privacy and the security of your personal information are very important to us.

The purpose of this privacy policy is to set out the principles governing our use of personal information that we may obtain about you. By using the website you agree to this use. Any dispute which may arise over privacy will be subject to this policy and the provisions of English law, including the Data Protection Act 1998 and the General Data Protection Regulation (GDPR).

We may change our privacy policy from time to time. If we make changes to this privacy policy we will post those changes on the website so that you are aware of what information we may collect. We reserve the right to modify this privacy policy at any time.

### **Personal information collection and use**

Starfish does not hold any personal data unless it is for legitimate business interests. These include, inter alia, issuing press releases to the media and contact with our third-party suppliers, partners and clients. Our media data has been drawn from our paid subscription to GDPR-compliant media services such as Gorkana and Response Source, or the website of the media company concerned.

Starfish will also collect personally identifiable data, such as your name and email address, when it is voluntarily submitted to us at this website. Starfish will use this information to comply with your request for information or as otherwise disclosed to you when you submit your information.

From time to time, we may refer to the above data to better understand your needs and how we can improve our services. We may use this data to contact you. Where we send you information that we believe is of legitimate business interest to you, but you

would prefer to not receive such information, you may advise us at any time by contacting us or replying to our email. We will then remove all your personally identifiable data from our system and you will receive no further contact from us.

We will not share your personal information with any third party unless otherwise disclosed to you. We reserve the right however to disclose your personal information where necessary to protect our rights and/or to comply with a judicial proceeding, court order or legal process.

Where we run competitions in online or print media, all details of the winners provided to us by the publishers will be deleted immediately the prize has been issued. Any competitions or offers run in the media for our clients are subject to the media's own GDPR compliance and their legal Terms and Conditions. We do not run competitions or contests on social media platforms.

We do not knowingly collect personally identifiable data from, or target our activities towards, persons under the age of 18.

### **Website analytics**

To improve your experience on our site, we may use 'cookies'. Cookies are an industry standard and most major websites use them. A cookie is a small text file that our site may place on your computer as a tool to remember your preferences. You may refuse the use of cookies by selecting the appropriate settings on your browser. Our website uses Google Analytics, a service which transmits website traffic data to Google servers. Google Analytics does not identify individual users or associate your IP address with any other data held by Google. We use reports provided by Google Analytics purely to help us understand website traffic and webpage usage.

## **Security of your personal data**

We have taken appropriate organisational and technical measures to protect your privacy from unauthorised access and improper use.

## **Subject Access Requests**

You have the right to know what data we hold about you and to demand that it be corrected or deleted. Should you wish to make a subject access request, please email us.

May 2018