

Privacy and cookie policy

This Privacy Policy sets out the data processing practices of **We Are marketing Ltd**. Please note that all data thus captured will be used and held in accordance with the requirements of the GDPR 2018 which is now embedded within UK Law as the Data Protection Act.

We Are Marketing Ltd is a Marketing Agency, providing strategic consultancy, conceptual ideas through to execution, in all media channels.

We Are Marketing Ltd is the controller and our Data Protection Officer is Heather Westgate]. If you have any requests concerning your personal data or any queries regarding how we handle your data you can contact her by email heather@wearemarketing.co.uk or write to us at Heather Westgate, Data Protection Officer, Delta Place, 27 Bath Rd, Cheltenham GL53 7TH

Purpose of processing your personal data.

Activity	Purpose of processing	Lawful basis
Performance of business services	Dealing with your enquiries or requests	Contract / Legitimate Interest
	Providing you with information about our products and services	Consent / Legitimate Interest
	Delivering business services	Contract/ Legitimate Interest
	Internal accounting processes	Contract / Legal Obligation
	Other processing in relation to suppliers	Contract / Legitimate Interest
Marketing	Promoting the services of We Are Marketing Limited	Consent/Legitimate interest

The legal basis on which we rely are:

Consent – This is where we are relying on consent for some of your processing, we will ask you, where relevant for your consent to process your enquiry or hold your information for example like CVs or for marketing purposes.

Contract – this is where processing is necessary for us to administer the pre-contract and contractual relationship between ourselves and our suppliers/customers/potential employees in connection with the performance of a contract.

Legitimate interests – This where we are using your data to keep you informed of all activities undertaken by, **We Are Marketing Ltd** which we think will be of interest to you based upon your initial contact with us.

1. Marketing

We would like to use your personal data to send you details of products or services that we offer that we have identified as likely to be of interest to you. We will only send you information in line with the preferences you indicated when you provided your personal data.

If at any point you would like to opt-out of receiving communications from us, or would like to change the channels (such as email or post) that we use to contact you, please contact Heather Westgate, at heather@wearemarketing.co.uk or write Heather Westgate, Delta Place, 27 Bath Rd, Cheltenham GL53 7TH

Third party marketing

From time to time you would like to send you offers about products and services from third party organisations which we feel would be of interest to you. We will only do this if you have not opted out to third party marketing when you provided your personal data. You may at any time withdraw your consent by contacting Heather Westgate, at heather@wearemarketing.co.uk or write Heather Westgate, Delta Place, 27 Bath Rd, Cheltenham GL53 7TH.

2. Recipients/categories of recipients

In carrying out our business including our obligations to you, we may use sub-contractors. These will be mailing houses, email broadcasters, creative contractors. We will ensure that they respect your privacy and abide by all data protection laws. These cannot be named within this document as we use many different suppliers.

3. Retention periods

We will keep your personal data in connection with the services/products you have bought for 6 years after the last purchase. We need to retain this data for our own accounting purposes and for legal and tax purposes.

In terms of personal data we use for marketing, we will keep this data for as long as we are able to market to you and if you withdraw your consent or opt-out of marketing communications, we will keep your contact details only to ensure that we do not contact you again for marketing purposes.

4. Data subject's rights

You have certain rights in respect of your personal data. We will need to confirm your identity before we can consider your request so and to contact Heather Westgate, at heather@wearemarketing.co.uk or write Heather Westgate, Delta Place, 27 Bath Rd, Cheltenham GL53 7TH.

The right to be informed – you have the right to be told about the collection and use of the personal data you provide. This privacy policy sets out the purpose for which we process your personal data, how long we will keep your data, who we will share your data with.

Right of access – you have the right to know whether we are processing your personal data, and to a copy of that data. We would need as much information as possible to enable us to locate your data. We will respond to your request within 30 days of receipt of your request.

Right to rectification – you have the right to have any incorrect personal data corrected or completed if it is incomplete. You can make this request verbally or in writing. We will need as much information as possible to enable us to locate your data.

Right to erasure – this right, often referred to as the “right to be forgotten” allows you to ask us to erase personal data where there is no valid reason for us to keep it. This will be actioned within 30 days of receiving the request unless we advise you otherwise.

Right to restrict processing – you have the right to ask us to restrict processing of your data for things such as profiling or for direct marketing purposes.

Right to data portability – you have the right to move, copy or transfer your personal data from one IT environment to another. This right applies to data that you have provided to us and that we are processing on the legal basis of consent or in the performance of a contract and that processing is by automated means.

Right to object – you have the right to object to our processing of your personal data based on (i) legitimate interests, or for the performance of a task in the public interests/exercise of official authority (including profiling); (ii) direct marketing (including profiling); and (iii) for purposes of scientific/historical research and statistics.

- (i) Legitimate interests/legal task – your objection should be based on your particular situation. We can continue to process the data if we can demonstrate compelling legitimate grounds which override your interests.
- (ii) Direct marketing – you have an absolute right to ask us to stop processing for the purposes of direct marketing. We will action your request as soon as possible.
- (iii) Scientific/historical research and statistics - your objection should be based on your particular situation. If we are conducting research where the processing is necessary for the performance of a public task, we can refuse to comply with your objection.

Rights relating to automated decision-making including profiling – you have the right in respect of automated decision making, including profiling. Where we carry out solely automated decision making, including profiling, which has legal or similarly significant effects on you, we can only do this if it is in connection with a contract with you, we have a right under law, or you have provided your explicit consent. We will tell you if this happens and tell you how you can request human intervention or challenge the decision.

5. Processing based on consent.

Where we process your personal data based on your consent you have the right to withdraw that consent at any time without reason. You can opt-out by using the unsubscribe/opt-out in any marketing we send you and you can contact the DPO at the contact details above.

6. The right to lodge a complaint to the supervisory authority.

If you are unhappy with any aspect of our handling of your data, you can make a complaint to the Information Commissioner's Office - <https://ico.org.uk/concerns/>

7. Cookies.

A cookie is a small piece of information sent by a web server to a web browser, which enables the server to collect information from the browser. Find out more about cookies on <http://www.allaboutcookies.org/>

We use cookies to track visits to this website and to keep track of browsing patterns.

Most browsers will allow you to turn off cookies. If you want to know how to do this, please look at the menu on your browser or look at the instruction on <http://www.allaboutcookies.org/> Please note however that turning off cookies will restrict your use of our website.

Cookies we use.

Cookie	What it does	How to disable and consequences
Google Analytics	Tracks visits to the website	Via browser preferences. If disabled visits will not be tracked.

8. Third party websites.

Our website may contain links to other websites that are outside our control and are not covered by this Privacy Policy. If you access other sites using the links provided, the operators of these sites may collect information from you that will be used by them in accordance with their privacy policy, which may differ from ours.

9. Changes to the privacy policy.

This privacy policy is regularly reviewed and will be updated when necessary. If we make any significant changes you will be advised by email.