

## **PRIVACY NOTICE & Cookies**

Southpaw is committed to protecting and respecting your personal data. This Privacy Notice sets out to be transparent about what information we collect and how we use it. It also sets out your rights in relation to your personal data.

### **What personal information we collect and how we use it**

We collect and process personal data on our clients, prospects & suppliers in order to run our business. This includes (but is not limited to): managing our relationship with clients, prospects & suppliers, developing our services and website, maintaining and using IT systems, hosting and facilitating meetings and events. We use this information for our own business purposes and will not share it with any third parties without first obtaining consent unless we are obliged by law to disclose information. We may use this data to provide information that we think will be of interest about us and our services, but these can be stopped easily by using the unsubscribe button.

You may give us information about you by filling in forms on our website, or by corresponding with us by phone, email, or by participating in activities on our social media sites. This includes where you enter a promotion, competition or survey, or apply for a job with us. The information you give us may include (but not be limited to) your name, address, email address, phone number, CV or portfolio. By giving us this information, you consent to us using it for the purpose stated at the time it was given. We will not use it for any other purpose.

Our website uses cookies. By using our website and agreeing to this policy you consent to the use of cookies in accordance with the Cookies section of this Privacy Notice (see below). When you visit our website, view an email or click a link in an email we've sent you, we automatically collect technical information including (but not limited to) your IP address, web browser type and version, operating system, pages you've viewed. We use this information to update and improve our website and business delivery. We also use it to ensure that content is presented in the most effective manner for you and your computer.

We do not collect sensitive information, such as your political or religious beliefs, ethnic background, sexual preference, health or any other sensitive information.

### **The legal basis on which we Collect Your Personal Information**

Southpaw collects and processes your personal information the basis of different legal grounds, depending on the nature of the personal information being provided and the type of processing involved – these include:

#### **Performance of a Contract**

Most of the client & supplier personal data processed by us is performed on the basis that it is necessary for the performance of our agreement with you.

#### **Legitimate Interest**

A second ground we rely upon for other types of processing of your Personal Data is that it is necessary for the purposes of legitimate interests pursued by Southpaw. Such legitimate interests will include where Southpaw sends you marketing about our products and services, or where we believe you have a reasonable expectation that we will perform a particular type of

processing on your behalf, or where such processing is strictly necessary for fraud detection and prevention.

### Compliance with a Legal Obligation

A third ground relied upon for certain types of processing is that it is necessary in order to allow Southpaw to comply with a legal obligation. An example of this would be where Southpaw is required to retain business records for fixed periods of time in order to comply with legal requirements.

### Consent

Finally, in certain limited situations, Southpaw relies on your consent in order to process your personal information. In these instances, we will request your consent and will provide you with a simple way to opt out.

### Links to other websites

When you interact with us on social media platforms such as Facebook, Twitter, or LinkedIn we may also obtain some personal data about you. The data we receive will depend on the privacy settings you have selected on each platform. Please refer to the privacy notices of each platform and amend the privacy settings for each platform to reflect your preferences.

### Third Party Service Providers

From time to time we may ask third party service providers to help us manage our information technology systems or process data on our behalf. In all cases we will ensure that any third-party service provider we use has a privacy policy which abides by the General Data Protection Regulation (GDPR).

We will only transfer your information to a third-party service provider or overseas, where we are satisfied that adequate levels of protection are in place to protect the integrity and security of any information being processed or transferred and that they are compliant with GDPR rules.

### How we secure your personal information

We are committed to ensuring your personal information is kept secure and confidential. We will store all personal information you provide us with on secure (password and firewall protected) servers. Unencrypted data transmission over the internet is inherently insecure, for example email, and as such we cannot guarantee the security of data sent via email or other insecure methods.

We actively monitor any emails sent to us, including file attachments for any malicious software or viruses. We also seek to ensure our service providers do the same.

### Information Sharing and Disclosure

We do not sell or rent any personally identifiable information about you to any third party.

We may disclose personally identifiable information in response to legal process, for example in response to a court order or a subpoena, or in response to a law enforcement agency's request, or where we believe it is necessary to investigate, prevent or take action regarding illegal

activities, and as otherwise required by law. Our agents and contractors may have access to personally identifiable information to help carry out the services they are performing for us.

### **Data Retention**

We will not retain your information for longer than is necessary for our business purposes or for legal requirements.

### **Access to information**

You have the right to request a copy of the information that we hold about you. You can ask us to amend it, restrict its use or stop using it all together. You can also ask us to delete the information we hold on you. See "Contact" below for ways to request this.

### **Contact**

Questions, comments and requests regarding this Privacy Notice should be addressed to [Privacy@southpawagency.com](mailto:Privacy@southpawagency.com) or by calling Southpaw on 01892 517777 and asking to speak to someone in the Southpaw Data Protection Committee. If you prefer you can write to us at The Warehouse, Hill Street, Tunbridge Wells, Kent, TN1 2BY. If you are making a request to see what information we hold on you or asking us to take action regarding your information we may ask to verify your identity and we may make a small charge for this service.

### **Changes to our Privacy Notice**

This Privacy Notice may be updated from time to time to reflect changes in the law or changes in the way we use your personal data. Please check this notice for changes or updates regularly. Date of last update - May 2018.

### **Cookies**

This website uses cookies which helps us tailor the site to your needs as well as improve the website in the future. A cookie consists of information sent by our website to your web browser, which is stored or used by the website to identify you.

We may use both temporary session cookies and long-lasting persistent cookies on the website. We may use the session cookies to keep track of you whilst you navigate the website, as well as allow certain features to work correctly. We may use the persistent cookies to enable our website to recognise you when you visit.

Session cookies are automatically removed from your computer when you close your browser. Persistent cookies will remain stored on your computer until deleted, or until they expire.

We use a cookie control system allowing the user on their first visit to the website to allow or disallow the use of cookies on their computer / device.

We use Google Analytics to analyse the use of this website, and Google Maps to display our office location. Google Analytics collects IP addresses, and generates statistical information about website usage by means of cookies, which are stored on your computer. The information generated is used to create reports about how people use our website. Google will store this information for a period of up to 26 months from the last time you visited the website. Cookies are also used by Google to track how many people are using their maps. We also have a

Google Plus +1 button which, if clicked, will use cookies to identify you through your Google Plus account. To opt-out of analysis by Google Analytics, Google Maps and Google Plus, please go to Google's Privacy Policy at <https://policies.google.com/privacy>

Most browsers allow you to reject all cookies, whilst some browsers allow you to reject just third-party cookies. If you don't want to receive cookies, you can alter your browser settings. The procedure for doing so varies from one browser application to another. If you wish to reject cookies from our site, but wish to accept those from other sites, you may choose the option in your browser settings to receive a notice before a cookie is stored on your device. Please consult the "Help" section of your browser for more information.

To find out more, please consult the following: <http://www.allaboutcookies.org/manage-cookies/> and <http://www.youronlinechoices.com/uk/>

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