

Privacy Policy

Introduction

The privacy and security of personal information is very important to us. This privacy policy explains what information Wright Publications Ltd (t/a Wrights Marketing) gathers about you, what we use that information for, the lawful basis on what that information is used and who we give that information to.

It also sets out your rights in relation to your information and who you can contact for more information or queries.

As part of our commitment to protect your personal data in a transparent manner, we want to inform you:

- Why and how we collect, use and store your personal data
- The lawful basis on which your personal data is processed; and
- What your rights and our obligations are in relation to such processing

Who this Privacy Policy applies to and what it covers

This privacy policy sets out how we collect, handle, store and protect information about you when providing services to you or performing any other activities that form part of the operation of our business.

This privacy policy also contains information about when we share your personal information with third parties (for example third parties carrying out activities on our behalf).

In this privacy policy your information is sometimes called 'personal data' or 'personal information'. We may also sometimes collectively refer to handling, collecting, protecting and storing your personal information as 'processing' such personal information.

What information we collect and why

In the course of providing services to you we will collect or obtain personal data about you.

We may collect or obtain such data because you give it to us, because other people give that data to us or because it is publicly available.

The personal data that we collect or obtain may include: your name; job title; company name; company address; contact information such as telephone numbers and email addresses; date of birth; gender; marital status; employment and financial related information.

How we use the information

We will use your personal data to carry out activities that form part of the operation of our business. As part of this, we may use your personal data in the course of correspondence relating to such activities. Such correspondence may be with you, third party service providers or competent authorities.

We may also use your personal data for the purposes of, or in connection with any contractual or regulatory requirements required to carry out our services.

The legal grounds we use for processing personal information

We are required by law to set out in this privacy policy the legal grounds on which we rely in order to process your personal data. As a result, we use your personal data for the purposes outlined above because:

- a) it is required in order to carry out the activities that form part of the operation of our business;
- b) of our legitimate interests in the performance of activities that form part of the operation of our business;
- c) of the legal and regulatory obligations that we are subject to, such as keeping records for tax purposes or providing information to a public body or law enforcement agency.

Who we disclose your information to

In connection with the purposes outlined in the 'How we use the information' section above, we may disclose some or all of your personal information to:

- a) third party service providers such as agencies; sub-contractors; courier and delivery services that we use to help operate our business;
- b) our advisers such as our lawyers; our financial advisors or competent authorities;
- c) with any public authority or law enforcement agency to comply with laws or regulations.

How long we keep your information

We will hold your personal data on our systems for as long as is necessary for the relevant activity or any retention period that is required by law, regulation or contractual agreement.

How we store your information

All Wright Publications Ltd personnel accessing information must comply with the internal rules and processes in relation to the processing of personal information to protect them and ensure the confidentiality of such information.

We have also implemented adequate technical and organisational measures to protect personal information against unauthorised, accidental or unlawful destruction, loss, alteration, misuse, disclosure or access and against all other unlawful forms of processing.

These security measures have been implemented taking into account the state of the art of the technology, their cost of implementation, the risks presented by the processing and the nature of the personal information.

Although we use appropriate security measures once we have received your personal data, the transmission of data over the internet (including by email) is never completely secure. We endeavour to protect personal information but we cannot guarantee the security of data transmitted to us or by us.

We might give your information to other companies based outside the EEA. For example we may use cloud services from suppliers outside the EEA. Where we transfer your information to companies outside the EEA, we will make sure it's protected in a manner that is consistent with Data Protection Laws.

Your Rights

You have various rights in relation to your personal data we hold about you. In particular, you have the right to:

- a) request a copy of personal data we hold about you;
- b) ask that we update the personal data we hold about you, or correct such personal data that you think is incorrect or incomplete;
- c) ask that we delete personal data that we hold about you, or restrict the way in which we use such personal data;
- d) object to our processing of your personal data;
- e) make a complaint to the ICO if you think that any of your rights have been infringed by us.

To exercise any of your rights, or if you have any other questions about our use of your personal data, please email info@wrights.co.uk or write to The Managing Director, Wright Publications Ltd, River House, Miry Lane, Thongsbridge, Holmfirth, West Yorkshire, HD9 7SA. You may also use these contact details if you wish to make a complaint to us relating to your privacy.

Changes to our Privacy Policy

We may modify or amend this privacy policy from time to time. We will amend the revision date of this document and the modified policy will apply from that revision date.