

# Privacy Policy

## Introduction

This Privacy Policy applies between you, the User of this Website, and Natasha Brockman trading as Brockman Media (“I”, “we”, “us”, “our”), the owner and provider of this Website. We take the privacy of your information very seriously. This Privacy Policy applies to our use of any and all Data collected by us or provided by you in relation to your use of the Website.

The term “you” refers to the user or viewer of <https://www.brockmanmedia.co.uk> all affiliated pages (“Website”).

This Privacy Policy tells you how we protect and use information that we gather from you. Our Privacy Policy identifies how we treat your Personal and Non-Personal Data. By using this Website, you consent to the terms described in the most recent version of this Privacy Policy. We will not use or share your information with anyone except as described in this Privacy Policy. The use of information collected through our Website shall be limited to the purposes under this Privacy Policy and our Terms and Conditions for customers.

Use of any personal information or contribution that you provide to us, or which is collected by us on or through our Website or its content is governed by this Privacy Policy. By using our Website or its content, you consent to this Privacy Policy, whether or not you have read it.

Please read this Privacy Policy carefully. We reserve the right to change this Privacy Policy on the Website at any time without notice.

## Definitions and Interpretations

### 1. In this Privacy Policy, the following definitions are used:

1. **Data:** collectively all information that you submit to Brockman Media via the Website. This definition incorporates, where applicable, the definitions provided in the Data Protection Laws;
2. **Personal Data:** Data that can personally identify you e.g. email address, name etc.,;
3. **Non-Personal Data:** Data that cannot identify you;
4. **Cookies:** a small text file placed on your computer by this Website when you visit certain parts of the Website and/or when you use certain features of the Website. Details of the cookies used by this Website are set out in the clause below (Cookies);
5. **Data Protection Laws:** any applicable law relating to the processing of Personal Data, including but not limited to the GDPR, and any national

implementing and supplementary laws, regulations and secondary legislation;

6. **GDPR:** the UK General Data Protection Regulation;
7. **UK and EU Cookie Law:** the Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended by the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2011 & the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2018;
8. **Website:** the Website that you are currently using, <https://www.brockmanmedia.co.uk>, and any sub-domains of this site unless expressly excluded by their own terms and conditions.

## Data We May Collect

### 2. How we collect data

We collect Data in the following ways:

- a. data is given to us by you (**Personal Data**); and
- b. Data is collected automatically (**non-Personal Data**)

### 3. Data given to us by you (Personal Data)

We collect personal information from you so that we can provide you with a positive experience when utilising our Website or content. We will only collect the minimum amount of information necessary for us to fulfil our obligation to you. We may collect:

- a. A name and an email address if you directly email us through our 'Contact Us' and 'Email Us' functions. We may send you marketing emails if we believe we have a legitimate interest to contact you based on your contact or question.

Please note that the information above ("Personal Data") that you are giving to us is voluntarily, and by providing this information to us you are giving consent for us to use, collect and process this Personal Data. You are welcome to opt-out or request for us to delete your Personal Data at any point by contacting us at [hello@brockmanmedia.co.uk](mailto:hello@brockmanmedia.co.uk)

If you choose not to provide us with certain Personal Data, you may not be able to participate in certain aspects of our Website, Content or Services.

#### 4. Data collected automatically (non-Personal Data)

To the extent that you access the Website, we will collect your Data automatically, for example:

- a. We automatically collect some information about your visit to the Website. This information helps us to make improvements to Website content and navigation, and includes your IP address, the date, times and frequency with which you access the Website and the way you use and interact with its content
- b. We will collect your Data automatically via cookies, in line with the cookie settings on your browser. For more information about the cookies we use, see below.

To maintain our Website's high quality, we may use your IP address to help diagnose problems with our server and to administer the Website by identifying which areas of the Website are most heavily used, and to display content according to your preferences. Your IP address is the number assigned to computers connected to the Internet. This is essentially "traffic data" which cannot personally identify you, but is helpful to us for marketing purposes and for improving our services. Traffic data collection does not follow a user's activities on any other Websites in any way.

#### 5. Cookies

We may use the standard "cookies" feature of major web browsers. We do not set any personally identifiable information in cookies, nor do we employ any data-capture mechanisms on our Website other than cookies. You may choose to disable cookies through your own web browser's settings. However, disabling this function may diminish your experience on our Website and some features may not work as intended. Below is a list of cookies we use:

1. Essential Cookies: these cookies enable core functionality such as security, verification of identity and network management. These cookies can't be disabled.
2. Marketing Cookies: These cookies are used to track advertising effectiveness to provide a more relevant service and deliver better ads to suit your interests.
3. Functional Cookies: these cookies collect data to remember choices users make to improve and give a more personalised experience.

4. **Analytics Cookies:** these cookies help us to understand how visitors interact with our Website, discover errors and provide a better overall analytics.

## What We Do With The Data We Collect

### 6. Personal Data

We may contact you with information that you provide to us based on these lawful grounds for processing:

- a. **Consent:** we may contact you if you give us your clear, unambiguous, affirmative consent to contact you;
- b. **Contract:** we will contact you under our contractual obligation to deliver products or services you purchase from us;
- c. **Legitimate interests:** we may contact you if we feel you have a legitimate interest in hearing from us. For example, if you have enquired about a service, we may send you marketing emails based on the service you enquired about;

### 7. Non-Personal Data

We may do the following with the non-Personal Data collected:

- a. **Marketing and Advertising:** stored non-Personal Data may be used to influence how we market and advertise our products and services

## Storing Of Data

### 8. Data Retention

We retain your Personal Data for the minimum amount of time necessary to provide you with the information and/or services that you requested from us. We may include certain Personal Data for longer periods of time if necessary for legal, contractual and accounting obligations. Non-Personal Data is recorded and stored as a part of our wider insights database.

### 9. Confidentiality

We will not share your personal information collected from this Website with an unrelated third party without your permission. We aim to keep the Personal Data that you share with us confidential. Your Personal Data will only be accessed by those who help to obtain, manage or store that information, or who have a legitimate need to know such Personal Data (i.e., our team members).

Please note that we may disclose such information if required to do so by law or in the good-faith belief that:

- a. such action is necessary to protect and defend our rights or property or those of our users or licensees;
- b. to act as immediately necessary in order to protect the personal safety or rights of our users or the public; or
- c. to investigate or respond to any real or perceived violation of this Privacy Policy or of our Disclaimer, Terms and Conditions, or any other terms of use or agreement with us.

## 10. Security

We take commercially reasonable steps to protect the Personal Data you provide to us from misuse, disclosure or unauthorised access. Only authorised personnel have access to your personal information, and these employees are required to treat this information as confidential. That being said, we cannot guarantee that your Personal Data will always be secure due to technology or security breaches. Should there be a data breach of which we are aware, we will inform you immediately.

## Your Rights

### 11. You have the following rights in relation to your Data:

- a. **Right to access** - the right to request (i) copies of the information we hold about you at any time, or (ii) that we modify, update or delete such information.
- b. **Right to correct** - the right to have your Data rectified if it is inaccurate or incomplete
- c. **Right to erase** - the right to request that we delete or remove your Data from our systems
- d. **Right to restrict our use of your Data** - the right to “block” us from using your Data or limit the way in which we can use it
- e. **Right to data portability** - the right to request that we move, copy or transfer your data
- f. **Right to object** - the right to object to our use of your Data including where we use it for our legitimate interests

## **Third Party Websites**

12. This Website provides links to other Websites such as social media. We have no control over such Websites and are not responsible for the content of these Websites. This privacy does not extend to your use of such Websites. You are advised to read the Privacy Policy or statement of other Websites prior to using them.

## **Notification Of changes**

13. We reserve the right to change this Privacy Policy as we deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the Website and you are deemed to have accepted the terms of the Privacy Policy on your first use of the Website following the alterations.

**Last updated: 28th June 2023**