

OUR GDPR STATEMENT

The General Data Protection Regulation (GDPR) took place on the 25 May 2018. The GDPR is a standardized user data protection framework which operates across Europe and imposes obligations on organizations that handle the personal data of people in the European Economic Area.

This Notice explains in detail who we are and the types of personal data we may collect about you when you interact with us. It also explains how we'll store and handle that data, and keep it safe.

We are Virtual Comms, a PR and Marketing Agency:

Business Address: Image Court, 328-334 Molesey Road, Walton-on-Thames, Surrey, KT12 3LT

Virtual Comms undertakes ethical PR and where any data is stored, it is only used for legitimate business interests. This is our lawful basis for processing personal data. So for example if you are a journalist or blogger we may have your email address in order to send you news about a topic you may be interested in. If you have supplied your phone number, we may also hold this for the purposes of contacting you in relation to any topics we are working on together or to advise you of news stories, product information, press events and other media related communications. In some cases we may hold your address if we have requested this in order to send something such as a press pack or sample that cannot be sent digitally.

We sometimes hold the name, address, emails and, if relevant, telephone numbers of consumers who have entered competitions arranged on behalf of clients. These are removed once the competition has been completed. We also have contact details for Social Media influencers that we believe will be interested in hearing about clients news stories/press events.

LEGITIMATE INTEREST – OUR LAWFUL BASIS FOR PROCESSING PERSONAL DATA:

Recital 47 of the GDPR allows for the processing of personal information for our legitimate business interests in terms of press communications. "Legitimate Interests" means the interests of our company in conducting and managing our business to enable us to offer you the best services and information. For example, we have an interest in making sure our communications are relevant for you, so we may process your information to send you communications that are tailored to your interests in your business. We believe this processing is in your interest as well.

We may hold some personal details of press, bloggers and influencers on our database for any of the following purposes:

- To update you about client news/press information relevant for your publication/blog
- To inspire and inform you about new and interesting products, messages, news and services available from our clients and relevant to you.
- To provide information about/to invite you to press and media events

When we process your personal information based on legitimate interests, we make sure to consider and balance any potential impact on you (both positive and negative), and your rights under data protection laws. Our legitimate business interests do not automatically override your interests. We will not use your Personal Data for activities where our interests are overridden by the impact on you. Will not share your Personal Data with any 3rd parties.

If you do not wish to receive any further information from Virtual Comms please email appointed data officer jackie@virtualcomms.co.uk and we will remove you from our database.

EXACTLY WHAT PERSONAL DATA DO WE HOLD?

The data held if you are a journalist, blogger or competition winner may include: Company Name if applicable, First name, Last Name, Job Title, Email address, mailing address, in some cases phone numbers, and are sourced from our long term media lists which we have built up over the years, from public domain information or where in the past you have given this information to us, attended a press event or have requested information from us.

INDIVIDUAL RIGHTS:

The GDPR includes the following rights for individuals:

- the right to be informed;
- the right of access;
- the right to rectification;
- the right to erasure;
- the right to restrict processing;
- the right to restrict processing;
- the right to data portability;
- the right to object; and
- the right not to be subject to automated decision-making including profiling.

If you would like to know if we hold any personal data about you and if so exactly what, please contact us by emailing jackie@virtualcomms.co.uk.

_If you do not wish us to hold information on you, you can request that this is removed by emailing: jackie@virtualcomms.co.uk

Data Breaches: Secure systems have been put in place to protect your data. If this is breached we have procedures in place to detect, report and investigate any personal data breach.