

## PRIVACY NOTICE

### INTRODUCTION

**Gosling Creative Ltd is committed to protecting your personal data and in ensuring our business, and that which may be conducted on behalf of our clients, complies with the UK General Data Protection Regulation as governed by UK and EU law.**

**It is important that you read this privacy notice as it sets out how we collect, store, manage, and use personal data. This includes how Gosling Design processes your personal data through this website, and other related platforms, such as newsletters or social media.**

### ABOUT US

Gosling Creative is a creative marketing and communications agency, working with a variety of clients both in the UK, EU, and Internationally. Both in terms of our own marketing, and that which we may be appointed to handle by our clients, we may collect and store personal data. We therefore are both a controller and, at times, a sub-processor of personal data. We appoint an independent data privacy manager who is responsible for overseeing and ensuring our compliance with the GDPR in all aspects of its governance. If you have any questions about this privacy notice, how we collect, manage, store and use data, or if you would like to access, correct, amend, or delete any personal information we have about you, register a complaint, or simply want more information [contact us](#) via the form on our website, or by post at:

Gosling Creative Limited  
Old Batford Mill  
Lower Luton Road  
Harpenden  
Hertfordshire  
AL5 5BZ UK

### RAISING A CONCERN OR COMPLAINT

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues. In the first instance, we respectfully ask that you give us the opportunity to deal with your concerns before you approach the ICO. Please [click here](#) to read the Information Commissioner's Office\* Guide to the UK General Data Protection Regulation (UK GDPR).

### WHAT WE DO WITH YOUR DATA

We may use your data for demographic research purposes to enable us to understand our customer and website visitors' profile and website user experiences. We may also use your data to send you information about our services, campaigns, and relevant business / news updates.

### HOW WE COLLECT YOUR DATA

When you browse our website, we automatically receive your computer's internet protocol (IP) address in order to provide us with information that helps us learn about your browser and operating

system. Please see our section on COOKIES. We also collect your data from mailing lists, enquiry forms, and other communications channels to which you consent.

**It is important that the personal data we hold about you is accurate and kept up-to-date. Please keep us informed if your personal data changes at any time or if you wish to exercise your rights to have your personal data removed from our systems.**

#### **YOUR CONSENT**

We get your consent to collect your data via our email marketing mailing list and through other communications activity to which you knowingly subscribe / give us permission. By giving us your consent, we may then lawfully send you emails about our company, campaigns, and relevant business / news updates.

#### **WITHDRAWING CONSENT**

If after you opt-in, you may withdraw your consent for us to contact you, and for the continued collection, use, or disclosure of your information, at any time. To do this, please contact us in writing or by using our Contact Form. Our Email marketing material also offers you the option to unsubscribe to our mailing list.

#### **DISCLOSURE**

We may lawfully disclose your personal information if we are required by law to do so, or if you violate our [Website Terms of Service](#).

#### **HOW WE STORE YOUR DATA**

At Gosling Creative we look after the management of personal data on our secure server infrastructure. To ensure we are GDPR compliant we work with our data owners and sub-processors to make sure any personal data we collect or manage is retained and removed from our IT system as per agreed client contract instructions and / or GDPR rules.

#### **SECURITY**

To protect your personal information, we take all reasonable precautions and follow industry best practices to make sure the personal data we hold is not inappropriately lost, misused, accessed, disclosed, altered, or destroyed. We are committed to keeping our IT systems secure with up-to-date operating systems software, and regular threat testing.

#### **DOWNLOADS & MEDIA FILES**

Any downloadable documents, files, or media made available on this website are provided to users at their own risk. While we take reasonable precautions to ensure only genuine downloads are available, we cannot accept responsibility for third party downloads and advise you to always check and verify their authenticity using recognised anti-virus software or similar virus protection applications.

#### **WEBSITE HOSTING**

Our website is hosted on WordPress.org which provides us with the online e- platform that allows us to communicate to, and with, you. Your data is stored through [WordPress.org](#) data storage, databases, and the general application, and is stored on a secure server behind a firewall. For more insight, please read the [WordPress Terms of Service](#) or [WordPress Privacy Statement](#).

## **CAMPAIGN MONITOR**

We use [Campaign Monitor](#) as our email marketing service provider, which provides us with the online e-platform that allows us to communicate to, and with, you via our email subscription list. Your data is stored through Campaign Monitor data storage, databases, and the general application, and is stored on a secure server behind a firewall. For more insight, please read the [Campaign Monitor Terms of Service](#) or [Campaign Monitor Privacy Statement](#)

## **SOCIAL MEDIA**

We use social media channels to promote our business and interact with our customers, clients, suppliers, and general members of the public who subscribe to the same. At all times we ensure our business and staff conduct themselves professionally whilst using social media that is associated with Gosling Creative or any one of its clients. While we may have official profiles on social media platforms, users are advised to verify authenticity of such profiles before engaging with, or sharing information. We will never ask for user passwords or personal details on social media platforms. Our website may include social sharing buttons, which enables you to share content directly from our web pages to your respective social media platforms. These are used at your own discretion and you accept responsibility for sharing and publishing content to your social media profile feed(s) or page(s).

## **THIRD-PARTY SERVICES**

When you click on links on our website, they may direct you away from our site. We are not responsible for the privacy practices of other sites and encourage you to read their privacy statements. Once you leave our website or are redirected to a third-party website or application, you are no longer governed by this Privacy Policy or our Website Terms of Service.

## **COOKIES**

A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. We use cookies to identify which pages of our website are being used by our website visitors. This helps us analyse data about web page traffic and improve our website in relation to our customer needs. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can modify your browser setting to decline cookies if you prefer.

## **CHANGES TO THIS PRIVACY POLICY**

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and / or disclose it. If our company is acquired or merged with another company, your information may be transferred to the new owners so that we may continue to contact you.

## **QUESTIONS AND CONTACT INFORMATION**

If you would like to access, correct, amend, or delete any personal information we have about you, register a complaint, or simply want more information, please [contact us](#) via the form on our website, or by post at:

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