

Isle of Man Advertising & PR – Privacy Policy

This Privacy Policy advises you how we collect, use and store data that we have about you. If you have any questions or concerns about this policy, please contact us immediately.

Our legal basis for processing data: Data processing is necessary for the purposes of legitimate interest pursued by Isle of Man Advertising & PR except where such interests are overridden by the interests, rights or freedoms of the data subject (you).

What information we collect about you and the purpose of its use: When you contact us, we collect the relevant information needed for the purpose of carrying out your request, including name and job title, contact information including email address and address, preferences and interests and other information relevant to our services. Through our own research we also identify contact information (ordinarily publicly available) of people we wish to share details of our services with, and journalists who we wish to send information to. As part of some of the services we provide for clients they do share with us data to enable us to contact people as part of our work for that client.

When we collect this information: We collect this information during meetings, telephone conversations, via email, via online submission forms and through our own research. This can be at any stage during before or during the lifetime of our business relationships.

How we store your personal data: We hold your personal data electronically on a combination of our customer relationship management software – Clarity, which is hosted on our own dedicated server – and Microsoft Office suite documents, which are held on our in-house server and within Microsoft Office 365. The software is GDPR compliant and the compliance and security are reviewed and maintained on a regular basis to ensure minimal risk of data breaches. The database and excel spreadsheets are only accessible by members of staff, who all have secure log in details.

How your information will be used and who we might share it with: The information we collect will be used to share details of our services and to send press releases to. We do share (publicly available) contact details of relevant journalists with PR clients.

We may also share your data with other third parties as required by law or by any regulator, such as using your data to search against a sanction list or with a fraudulent claims prevention agency. This is not an exhaustive list, please let us know if you require more information on this.

Length of Data Retention: We will retain your data for up to 7 years after our professional relationship has terminated however, data held electronically may be retained for longer if required by the firm.

Rights to access your data: You have a right, to obtain a copy of the personal information that we hold about you free of charge and within one month of the request. If you believe that any information held is incorrect or incomplete, you should contact us. This will be amended promptly.

Your right to object: You have the right to object to us processing personal data based on grounds relating to your particular situation. If you object to us processing your personal data we will stop unless: there are compelling legitimate grounds for the processing which override your interests, rights and freedoms or, the processing is for the establishment, exercise or defence of a legal claim.

Erasure rights: You have the right to remove consent for us to hold and use your data and can request erasure of your data if you feel that the data we hold is no longer necessary for the purposes for which you have provided it.

Your Right to Complain: You can complain to the Isle of Man Information Commissioner if you feel there is a problem with the way we have handled your data. Please contact <https://www.inforights.im/>

Marketing: We take your privacy seriously and will only use your data to provide the products and services you have requested from us or to send details of those we believe could be of interest to you, and, for journalists, to send news releases to. We will not use your information or share your information with any other company for marketing purposes without your prior consent.

Contact Details:

If you need any further information or need to contact us, please write to us at:

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