

Privacy Policy

Saltwater Stone is a UK-based maritime communications agency. The registered company is Saltwater Communications Limited and the registered address is 22 Strand Street, Poole, Dorset, BH15 1SB.

This Privacy Policy explains the personal information we collect from you and what we do with it. This policy may continue to be updated, so please revisit to view the latest version. This policy was updated on 12th March 2020.

For any enquiries regarding our Privacy Policy, please email MyData@saltwater-stone.com

How do we collect information about you?

If you receive the Saltwater Stone newsletter, we either asked your permission to register you to receive it or you signed-up via our website. Your personal information is then inputted onto our distribution list (hosted on Mailchimp). Any new subscribers will receive an email requesting them to confirm the subscription.

If you are an advertising or publishing representative and receive updates (sent via e-newsletter hosted on Mailchimp) from our Media Buying team, we have worked with you on advertising campaigns for our clients and have identified you as a relevant media representative for receiving information on new business wins and new staff.

If you receive communication from our Client Newsroom (News Wire Service), we have either had email correspondence with you, received requests from you, have a longstanding industry connection with you, have worked with you at events, or you have been identified as a relevant journalist to receive specific client news and are thus included as having a legitimate interest to receive information.

If you are a Saltwater Stone client or client representative, you may also receive communication related to your company news from our Client Newsroom (News Wire Service). If you are a client, you may also receive business updates from Saltwater Stone via Mailchimp.

What is the basis for collecting data?

If you sign-up to receive the Saltwater Stone newsletter, the lawful basis of processing your data is consent. You have the right to withdraw consent at any time. If you receive communication from our Client Newsroom (News Wire Service), the lawful basis of processing your data is legitimate interest to send you press releases and client news and to let you know of press events and information about potential interviews with clients, for your – and your magazine's - consideration. You have the right to unsubscribe at any time.

If you are an advertising or publishing representative and receive updates (sent via e-newsletter hosted on Mailchimp) from our Media Buying team, the lawful basis of processing your data is legitimate interest to send you information on new business wins and new team members.

If you are a client or client representative and receive communication from our Client Newsroom (News Wire Service), the lawful basis of processing your data is contract as you receive a copy of the news that we issue on behalf of your company. If you are a client and receive business updates from Saltwater Stone via Mailchimp, the lawful basis of processing your data is legitimate interest to send you information on our business updates and new team members.

What type of information is collected from you?

If you sign-up to receive the Saltwater Stone newsletter, we will request your name and email address so that the newsletter can be emailed to you. Should you wish, you can also provide your job title and company name. We use this information to understand what industry/sector our newsletter subscribers operate in. It is not compulsory to provide this information. The system that stores your contact details (Mailchimp) also identifies language, location, favourite email client, preferred email format.

If you are an advertising or publishing representative and receive updates from our Media Buying team, we hold your name, email address, job title and company. The system that stores your contact details (Mailchimp) also identifies language, location, favourite email client, preferred email format.

If you receive communication from our Client Newsroom (News Wire Service), we hold your name, email address, job title and company. We may also hold your postal address and links to any of your social media profiles. (It is not compulsory to provide this information and you can ask for the information to be removed at any time).

If you are a client and receive business updates from Saltwater Stone via Mailchimp, we hold your name, email address and company and country.

How is your information used?

If you are subscribed to receive the Saltwater Stone newsletter, we will contact you via Mailchimp with regular e-newsletters, informing you of our company news and/or marketing information about Saltwater Stone services.

If you are an advertising or publishing representative and receive updates from our Media Buying team, we use your information to send information on new business and staff appointments.

If you are a client, we will send you agency updates from Saltwater Stone to keep you updated on the business.

If you receive communication from our Client Newsroom (News Wire Service), your personal information is included in our database that is used for the issue of news releases, press invites, images and videos issued on behalf of our international client base and our own company. We are confident that we offer an informative and helpful service and would be pleased to explain the system that we use to send press releases and client news to you.

How long will you keep my personal information?

We will keep your personal information for the period of time that you are subscribed to the Saltwater Stone newsletter, Media Buying team e-newsletter or to our Client Newsroom (News Wire Service) service. If you unsubscribe, we will delete your personal information from our files. We will delete your data if you cease to be a Saltwater Stone client.

Where is your data is shared?

If you are subscribed to the Saltwater Stone newsletter or to the Media Buying team e-newsletter, your personal information will be shared with our supplier (Mailchimp) for the purpose of sending our e-newsletter to you. When you sign-up, an email regarding your request to sign-up is sent to a staff member at Saltwater Stone. Mailchimp Privacy Policy is available here: <https://mailchimp.com/legal/privacy/>

If you receive communications via our Client Newsroom (News Wire Service), your personal information is also shared with our newsroom supplier (MyNewsDesk) for the purpose of sending our client news to you. MyNewDesk Privacy Policy is available here: <https://www.mynewsdesk.com/se/about/terms-and-conditions/integrity>

How do I update or remove my personal data?

Should you wish to update or access your personal information that we hold on file, require further information about how your information is used, wish for your personal information to be removed, or to unsubscribe from any of our services, please contact us by emailing MyData@saltwater-stone.com or phoning +44 (0)1202 669244. You have a right to complain to the ICO if you think there is a problem with the way we are handling your data.

How do I unsubscribe?

You can unsubscribe from the Saltwater Stone newsletter, Media Buying team e-newsletter or client newsletter at any time, by clicking on the link in the newsletter, or by emailing MyData@saltwater-stone.com or phoning +44 (0)1202 669244.

You can unsubscribe from the Saltwater Stone Client Newsroom (News Wire Service) at any time, by clicking on the 'unfollow' link in the emails you receive, or by emailing MyData@saltwater-stone.com or phoning +44 (0)1202 669244.

How do we track visitor traffic to the Saltwater Stone website?

We use Google Analytics to monitor visitor traffic to our website and better understand how our website visitors use our site. We will track and monitor your engagement and usage of our website, but will not store, save or collect personal information.

What are cookies?

Cookies are small files saved to your computer's hard drive that track, save and store information about your interactions and usage of a website. Our website uses cookies to better your experience while visiting the website. As required by legislation, where applicable this website uses a cookie control system, giving you explicit permission or to deny the use of/saving of cookies on your computer or device.

If you wish to deny the use and saving of cookies from this website on to your computer's hard drive, please take the necessary steps within your web browser security settings to block all cookies from this website and its external serving vendors or use the cookies control system if available upon your first visit.

Downloads and Media Files

There are various downloadable documents, files or media made available on this website and via our Client Newsroom (News Wire Service). All precautions have been undertaken to ensure only genuine downloads are available. It is advised that you verify their authenticity using third party anti-virus software or similar applications.

We accept no responsibility for third party downloads and downloads provided by external third party websites, and advise users to verify their authenticity using third party anti-virus software or similar applications.

Social Media

If you contact us via social media, we monitor our LinkedIn and Twitter profiles via Sprout Social. The Sprout Social Privacy Policy is available here:

<https://sproutsocial.com/privacy-policy>