

## Privacy Notice

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 Notice explains the personal information we collect from you and what we do with it. This document may continue to be updated, so please revisit to view the latest version. This Privacy Notice was updated on 10<sup>th</sup> December 2020.

For any enquiries regarding our Privacy Notice, please email [MyData@saltwater-stone.com](mailto:MyData@saltwater-stone.com)

### **If you are a client or client representative:**

#### **1. How do we collect information about you?**

When you join Saltwater Stone as a client, you are added to receive client e-memos via Mailchimp to keep you updated with business updates from Saltwater Stone.

You may also receive communication related to your company news from our Client Newsroom (News Wire Service).

You may also receive the Saltwater Stone newsletter (see section on 'If you are a Saltwater Stone newsletter subscriber').

#### **2. What is the basis for collecting data?**

If you are a client or client representative and receive communication from our Client Newsroom (News Wire Service), under the General Data Protection Regulation (GDPR), the lawful basis we rely on for 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 client e-memos from Saltwater Stone via Mailchimp, under the General Data Protection Regulation (GDPR), the lawful basis we rely on for processing your data is legitimate interest to send you information on our business updates and new team members.

### **3. What type of information is collected from you?**

If you receive our client e-memos via Mailchimp, we hold your name, email address, company and country. The system that stores your contact details (Mailchimp) also identifies language, location, favourite email client, preferred email format.

### **4. How is your information used?**

We send you agency updates from Saltwater Stone to keep you updated on the business.

As a client or client representative we may also send you copies of the news that we issue on your behalf, via our Client Newsroom (News Wire Service).

### **5. 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 client e-memo, to our Client Newsroom (News Wire Service) service, or Saltwater Stone newsletter. If you unsubscribe, we will delete your personal information from our files. You will no longer receive the e-memo if you cease to be a Saltwater Stone client.

### **6. Where is your data is shared?**

If you receive client e-memos, your personal information will be shared with our supplier (Mailchimp) for the purpose of sending to you. 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 a copy of your news to you. MyNewDesk Privacy Policy is available here: <https://www.mynewsdesk.com/se/about/terms-and-conditions/integrity>

## **If you are a Saltwater Stone newsletter subscriber:**

### **1. 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.

## **2. What is the basis for collecting data?**

If you sign-up to receive the Saltwater Stone newsletter, under the General Data Protection Regulation (GDPR), the lawful basis we rely on for processing your data is consent. You have the right to withdraw consent 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, under the General Data Protection Regulation (GDPR), the lawful basis we rely on for processing your data is legitimate interest to send you information on new business wins and new team members.

## **3. 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.

## **4. How is your information used?**

If you are subscribed to receive the Saltwater Stone newsletter, we will contact you via Mailchimp with 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.

#### **5. 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 or Media Buying team e-newsletter. You can unsubscribe at any time.

#### **6. 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 are a journalist:**

#### **1. How do we collect information about you?**

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.

#### **2. What is the basis for collecting data?**

If you receive communication from our Client Newsroom (News Wire Service), under the General Data Protection Regulation (GDPR), the lawful basis we rely on for 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.

#### **3. What type of information is collected from you?**

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).

#### **4. How is your information used?**

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.

#### **5. How long will you keep my personal information?**

We will keep your personal information for the period of time that you are subscribed to our Client Newsroom (News Wire Service) service. If you unsubscribe, we will delete your personal information from our files.

#### **6. Where is your data is shared?**

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>

### **If you are a supplier:**

#### **1. How do we collect information about you?**

As a supplier, you may be added to receive our agency e-memos via Mailchimp to keep you updated with key business information from Saltwater Stone.

#### **2. What is the basis for collecting data?**

If you are a supplier and receive e-memos from Saltwater Stone via Mailchimp, under the General Data Protection Regulation (GDPR), the lawful basis we rely on for processing your data is legitimate interest to send you information on our business updates and key information from the agency.

#### **3. What type of information is collected from you?**

We hold your name, email address, company and country. The system that stores your contact details (Mailchimp) also identifies language, location, favourite email client, preferred email format.

#### **4. How is your information used?**

We send you agency updates from Saltwater Stone to keep you updated on the business.

#### **5. How long will you keep my personal information?**

We will keep your personal information on Mailchimp for the period of time that you are subscribed to the e-memo. You can unsubscribe at any time.

#### **6. Where is your data is shared?**

Your personal information will be shared with our supplier (Mailchimp) for the purpose of sending to you. Mailchimp Privacy Policy is available here:

<https://mailchimp.com/legal/privacy/>

### **How do I update or remove my personal data?**

Under data protection law, you have rights including:

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, to unsubscribe from any of our services, or if you have any concerns about our use of your personal information, you can make a complaint to us by emailing us at [MyData@saltwater-stone.com](mailto:MyData@saltwater-stone.com) or phoning +44 (0)1202 669244. You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

You have a right to complain to the ICO if you think there is a problem with the way we are handling your data.

The ICO's address:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>

### **How do I unsubscribe?**

You can unsubscribe from the Saltwater Stone newsletter, Media Buying team e-newsletter, supplier or client e-memo, by clicking on the link in the newsletter, or by emailing [MyData@saltwater-stone.com](mailto: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](mailto: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>

### **Data Processing**

If we are acting as a Data Processor for a client, we support the client in issuing their e-newsletter. We do not collect your data, however we do have access to your data on the system that the client uses to send their e-newsletter (E.g. Mailchimp). We will only ever access the data for the purpose of issuing the newsletter, with permission from the client.