

Privacy Policy

Emerald Marketing is committed to protecting information about you (which we call your "personal data") and clearly stating what personal data we hold about you and how we use it. It also explains your rights in relation to your personal data.

This policy will clarify how Emerald Marketing collects personal data and the ways in which we use it to provide services or information you requested. Personal data may be collected online, by phone, email, text, postal mail or through face to face meetings.

All the personal data we hold is processed in accordance with the General Data Protection Regulation ("GDPR") and the Data Protection Act 2018 (both referred to throughout this document as the "Data Protection Laws") and the Personal Electronic Communications and the Privacy & Electronic Communications Regulations 2003.

When you seek access our services, sign up for an offer, request information, or a telephone response, we will collect any of the following personal data - name, address, email address, phone contact number and bank or credit card information details - if they are needed to process a service you are requesting, or a donation being made. We collect this personal data to provide the service to you, and cannot provide the service without this personal data. We collect this personal data on the basis of our legitimate interests in promoting and managing our organisation and we balance that against your rights and freedoms. We will collect your IP address, web pages accessed, online ads interacted with, videos viewed etc via Google Analytics. This information is collected via Cookies placed on your device when you visit our website.

We would like to send you information about the work you make possible and to offer the opportunity to offer further support should you want to. We want you to be happy about how and when we contact you. We use personal data collected to make sure you only receive relevant information. Where we are marketing to you by email or telephone, we will comply with the rules of PECR and only do so where we have your consent. This consent can be withdrawn at any time as set out in the paragraph below.

We may market to you by other means (for example by post) on the basis of our legitimate interests as set out above. You can object to this at any time by contacting us.

How you want to hear from us will always be respected. If you want to change how you receive our marketing communications by post, phone, email or text you can email emma@emeraldmarketing.co.uk.

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