

Privacy Notice

Waxwing Marketing respects your privacy and is committed to protecting it.

We take your privacy seriously and are fully committed to adhering to the guidelines published in the United Kingdom Data Protection Act and the General Data Protection Regulations (EU) 2016/679 which is applicable from the 25th May 2018.

You can contact us in relation to your privacy and this notice by emailing info@waxwingmarketing.co.uk or writing to us at Waxwing Marketing, Castle Park House, Castle Park, Frodsham, Cheshire, WA6 6SB.

What data we collect:

We may collect and process the following data about you:

- Information that you provide by filling in forms on our website www.waxwingmarketing.co.uk. This includes information provided at the time of registering to use our site, subscribing to our service, posting material or requesting further services. We may also ask you for information when you enter a competition or promotion sponsored by Waxwing Marketing and when you report a problem with our site.
- If you contact us, we may keep a record of that correspondence.
- Details of transactions you carry out through our site and of the fulfilment of your orders.
- Details of your visits to our site (including, but not limited to, traffic data, location data, weblogs and other communication data, whether this is required for our own billing purposes or otherwise) and the resources that you access.

IP addresses:

We may collect data about your computer, including where available your IP address, operating system and browser type, for system administration and to report aggregate data to our advertisers. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.

Cookies:

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. Most web browsers automatically accept cookies, but if you prefer, you can change your browser to prevent that. You are not obliged to accept cookies and you can adjust your browser's setting to prevent it from accepting cookies on your computer. However, you may not be able to take full advantage of our site or use certain functions if you disable cookies. If you continue to use our site, you agree to our use of cookies.

Where we keep your data:

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. Such staff maybe engaged in, among other things, the fulfilment of your order, the processing of your payment details and the provision of support services. By submitting your data, you agree to this transfer, storing or processing. Waxwing Marketing will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy notice.

All data you provide to us is stored on our computers and secure servers, which are password protected. Unfortunately, the transmission of data via the internet is not completely secure. Although we will do our best to protect your data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your data, we will use strict procedures and security features to try to prevent unauthorised access.

How we use your data:

We use data held about you in the following ways:

- To ensure that content from our site is presented in the most effective manner for you and for your computer.
- To provide you with data, products or services that you request from us or which we feel may interest you, where you have consented to be contacted for such purposes.
- To fulfil our obligation to provide you with professional services arising from any contracts entered into between you and us (or propose to enter into) and to comply with our legal obligations or to record your feedback and respond to your requests for data.
- To allow you to participate in interactive features of our service, when you choose to do so.
- To notify you about changes to our service.
- For our legitimate business interests, for example to provide you with data about other services we offer that are similar to those that you have already purchased or enquired about.

If you have authorised it, by completing the relevant consent forms, we also use the data that you provide for marketing purposes, as part of our effort to keep you informed about our products and services. When we send you direct marketing by post, or conduct marketing over the phone with you, we consider this to be in our legitimate business interest to do so. You can object to this processing of your personal data at any time. We appreciate the importance of responsible use of this data. If you do not want the data you provide to us to be used to inform you of other services and special offers from Waxwing Marketing and you indicate this preference when you provide the data to us, we will honour your preference

If you are an existing customer, we will contact you by electronic means (e-mail, or SMS) and phone with data about goods and services similar to those which were the subject of a previous sale to you.

Disclosure of your data:

We may disclose your data to any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006.

We may disclose your data to third parties:

- In the event that we sell or buy any business or assets, in which case we may disclose your data to the prospective seller or buyer of such business or assets.
- If Waxwing Marketing or substantially all of its assets are acquired by a third party, in which case data held by it about its customers will be one of the transferred assets.
- If we are under a duty to disclose or share your data in order to comply with any legal obligation, or in order to enforce or apply our terms of use (or terms and conditions of supply) and other agreements; or to protect the rights, property, or safety of Waxwing Marketing our customers, or others. This includes exchanging data with other companies and organisations for the purposes of fraud protection and credit risk reduction.

Your rights:

You have the right to ask us not to process your data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your data to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us at Waxwing Marketing, Castle Park House, Castle Park, Frodsham, Cheshire, WA6 6SB or by emailing info@waxwingmarketing.co.uk

Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy notice and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any data to these websites.

Access to data:

The Act gives you the right to access data held about you. Your right of access can be exercised in accordance with the Act.

Updating your data:

You have the right to access and correct your data and privacy preferences. Should you wish to do this, please confirm in writing to us by letter at: Waxwing Marketing, Castle Park House, Castle Park, Frodsham, Cheshire, WA6 6SB or by emailing info@waxwingmarketing.co.uk

How long will we keep your data?

Where and for how long we store your data. Our timescales for retaining data are driven primarily by the relevant legislation which applies to the sectors we operate in, the services we provide and the recruitment and employment activity we undertake. Please contact us if you have any specific queries in relation to this.

We will respond to requests to access or delete data within 30 days. If you are concerned we are not using your data in accordance with these processes and not meeting our legal obligations or you are not satisfied with our response to your data request you can refer to the Information Commissioner's Office (ICO) www.ico.gov.uk.

You can control your cookie settings within your browser, the following links give more information on how to do this – Chrome, Internet, Explorer, Firefox and Safari.

This privacy notice may be updated at any time so we recommend you review it regularly.

Contact, questions and to make a complaint:

Questions, comments and requests regarding this privacy notice are welcomed or, if you want to make a complaint please write to: Waxwing Marketing, Castle Park House, Castle Park, Frodsham, Cheshire, WA6 6SB or by emailing info@waxwingmarketing.co.uk