

# Never forget marketing Privacy notice

January 2022

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## Our contact details

Name: Laura May  
Phone Number: 07568 398908  
E-mail: [laura@neverforgetmarketing.co.uk](mailto:laura@neverforgetmarketing.co.uk)  
Website: [www.neverforgetmarketing.co.uk](http://www.neverforgetmarketing.co.uk)

## What data we collect

We currently collect and process the following information:

- Questions, queries or feedback you leave, including your email address, telephone number and business address if you contact Never Forget Marketing
- Your email address and subscription preferences when you sign up to our e-newsletters at [www.neverforgetmarketing.co.uk/e-news](http://www.neverforgetmarketing.co.uk/e-news)
- How you use our e-newsletters - for example whether you open them and which links you click on
- Your Internet Protocol (IP) address, and details of which version of web browser you used
- Information on how you use our site, using cookies and page tagging techniques

We use Google Analytics software to collect information about how you use the never forget marketing website. The data is anonymised when being used for analytics processing.

Google Analytics processes anonymised information about:

- The pages you visit on the Never Forget Marketing website
- How long you spend on each page
- How you got to the site
- What you click on while you're visiting the site

We do not store your personal information through Google Analytics (for example your name or address).

We will not identify you through analytics information, and we will not combine analytics information with other data sets in a way that would identify who you are.

## Why we collect data

We collect information through Google Analytics to see how you use the never forget marketing website and any digital services. We do this to help:

- Make sure the site is meeting the needs of visitors
- Make improvements, for example improving site search

We also collect data in order to:

- Gather feedback to improve our services
- Respond to any feedback you send us, if you've asked us to
- Send e-newsletters to users who request them
- Provide you with information about our work, for example news
- Monitor use of the site to identify security threats

## Our legal basis for processing your data

The legal basis for processing personal data in relation to site security is our legitimate interests, and the legitimate interests of our users, in ensuring the security and integrity of the never forget marketing website.

The legal basis for processing anonymised data for Google Analytics is your consent.

The legal basis for processing all other personal data is that it's necessary:

- To perform a task you have requested, for example sending you an e-newsletter
- To accept you as a client of never forget marketing

## What we do with your data

At never forget marketing we are committed to keeping your data secure and only using it for the purposes of carrying out business transactions.

The data we collect may be shared with other businesses or agencies if you have given explicit consent for this to happen (for example, you take part in an online survey that is being run on behalf of another organisation and leave your contact details). It may also be shared with our technology suppliers, for example our hosting provider.

We will not:

- Sell or rent your data to third parties
- Share your data with third parties for marketing purposes
- Use your data in analytics

We will share your data if we are required to do so by law - for example, by court order, or to prevent fraud or other crime.

## How long we keep your data

We will only retain your personal data for as long as:

- It is needed for the purposes set out in this document

- The law requires us to

We will keep your email data until you unsubscribe. If you become a client of Never Forget Marketing, we will keep your data for two years.

## Children's privacy protection

Our services are not designed for, or intentionally targeted at, children 13 years of age or younger. We do not intentionally collect or maintain data about anyone under the age of 13.

## Where your data is processed and stored

We design, build and run our systems to make sure that your data is as safe as possible at all stages, both while it's processed and when it's stored.

All personal data is stored in the European Economic Area (EEA).

We use the following systems to collect data, which may transfer data outside the EEA for processing:

- Google Analytics
- Mailchimp e-newsletter tool
- Wix website designer
- Hootsuite social media scheduling tool
- Social media sites such as Facebook, Twitter or others

## How we protect your data and keep it secure

We are committed to doing all that we can to keep your data secure.

We have set up systems and processes to prevent unauthorised access or disclosure of your data - for example, we use secure passwords to access data.

## Your rights

You have the right to request:

- Information about how your personal data is processed
- A copy of that personal data
- That anything inaccurate in your personal data is corrected immediately

You can also:

- Raise an objection about how your personal data is processed

- Request that your personal data is erased if there is no longer a justification for it
- Ask that the processing of your personal data is restricted in certain circumstances

If you have any of these requests, get in touch with Laura May at [laura@neverforgetmarketing.co.uk](mailto:laura@neverforgetmarketing.co.uk).

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.

## Links to other websites

Never Forget Marketing contains links to other websites.

This privacy notice only applies to never forget marketing and does not cover other websites that we link to. These websites have their own terms and conditions and privacy policies.

If you go to another website from this one, read the privacy policy on that website to find out what it does with your information.

## Contact us or make a complaint

Name: Laura May  
Telephone: 07568 398908  
e-mail: [laura@neverforgetmarketing.co.uk](mailto:laura@neverforgetmarketing.co.uk)  
Website: [www.neverforgetmarketing.co.uk](http://www.neverforgetmarketing.co.uk)

You can also make a complaint to the Information Commissioner, who is an independent regulator.

e-mail: [casework@ico.org.uk](mailto:casework@ico.org.uk)  
Telephone: 0303 123 1113  
Textphone: 01625 545860  
Address: Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire SK9 5AF