



Ward Strategic Communications Ltd (Ward) understands the value of privacy. However you engage with us, whether you visit www.wardsce.com or any other website we host, subscribe to our communications online or in-person, or apply for a job, we are committed to ensuring a safe experience and that your personal data is handled and stored securely. We also respect the privacy of every person who engages with us to use the services that we provide or whose personal data we may process as a result of providing those services.

We will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

Information About Us

Ward Strategic Communications Ltd is registered in England under company number 12203883. Registered address: Ward Strategic Communications Ltd, 57 Sylvester Road, London, N2 8HN.

Data Protection contact: Edward Butler-Ellis, Managing Director Email address: edward@wardsce.com. Telephone number: 07469 194574

What Does This Notice Cover?

Personal data is any information relating to an identified or identifiable living person. This Privacy Notice explains how we use personal data; how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data and how you can request that we delete, update, transfer and/or provide you with access to it.

What is Personal Data?

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the "GDPR") as 'any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier'.

Personal data is any information about you that enables you to be identified. Personal data covers information such as your name and contact details, but it may also include information such as identification numbers, electronic location data, and other online identifiers.

What Are My Rights?

Under the GDPR, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data. This Privacy Notice should tell you everything you need to know, but you can always contact us to find out more or to ask any questions.
- b) The right to access the personal data we hold about you.
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete.
- d) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we have.
- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to us using your personal data for a particular purpose or purposes.
- g) The right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, and the data is processed using automated means, you can ask us for a copy of that personal data to re-use with another service or business in many cases.
- h) Rights relating to automated decision-making and profiling.

For more information about our use of your personal data or exercising your rights as outlined above, please contact us.



Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office.

What Personal Data Do You Collect?

We may collect some or all of the following personal data:

- Name
- Postal address
- Mobile and landline phone numbers
- E-mail address
- Gender
- Sexual orientation
- Date of Birth
- Age group
- Ethnicity
- Employment details
- Shopping habits
- Income group
- Opinions
- Politics
- Affiliations, memberships, voting intentions
- Socio demographic
- Social media names and profiles
- Home ownership
- Disability
- Medical history

We may also obtain your data from a client who has commissioned us to carry out work, and from other consultants working on a project, as well as other third-party providers.

How Do You Use My Personal Data?

Under the GDPR, we must always have a lawful basis for processing personal data. This may be because:

- a) you have consented to our use of your personal data,
- b) it is necessary for the delivery of a contract,
- c) it is in our legitimate business interests to use it,
- d) it is necessary for the performance of a task carried out in the public interest,
- e) it is necessary to comply with a legal obligation on behalf of our clients.

Your personal data may be used for one of the following purposes:

Website

Personal data is collected via our websites through data capture forms and automated tracking. Our websites use cookies to distinguish individuals. For detailed information on the cookies we use and the purpose for which we use them, please see our cookie policy.



Email

We may use your personal data to send client updates, marketing, and sales emails. We analyse your contact details, job title, company information, and interactions with our website and emails, to send you email communications that are most relevant to you.

We only send communications where you have consented to receive such communications, or where we have a lawful right to do so. All our marketing and sales communications include a link to update your email preferences where you can unsubscribe or change the types of emails you receive.

Events & Webinars

We use online webinar solutions to host our webinars and register and manage attendees. Personal data is shared between this software and our secure online databases. We use an event management system to register and manage attendees for events. Personal data is shared between this system and our secure online databases.

Social

We use our secure online databases to track engagement with our social media channels and track the pages you visit on our website from clicking on our posts. We track engagement with social campaigns in the form of comments, direct messages, journey to other digital content, and will only use your data where there is a legitimate business reason. We typically do not share personal profile data with clients or third parties unless there is a legitimate business reason.

Surveys

To help us improve the quality of our services, we may contact you to provide feedback about our services in the form of an online or telephone survey. Your personal data may be shared with a third-party service provider to carry these out and you will receive a voluntary request to participate. We also use an online survey provider to deliver some of our services and conduct surveys.

Public Consultation

To consult with members of the public, elected officials, government and local authority employees, business owners, shoppers and users of public and private services in respect of proposed developments enabling us to:

- Obtain feedback and opinions on the proposals
- To communicate with those who express an interest in the proposed development
- To produce reports for official bodies setting out the opinions of consultees.

Public Affairs

Contacting elected officials on behalf of our clients to provide them with information about the products and services our clients offer.

Market Research

So that we can fulfil contracts on behalf of our clients in respect of:

- Their development of new products and services
- Helping them to understand the markets they operate in and their customers.

Marketing and Public Relations

So that we can fulfil contracts in respect of promotional activity on behalf of our clients and to carry out our own promotional activity. This includes:

- On- and off-line marketing, including supplying you with information that you have opted-in to (you may unsubscribe or opt-out at any time)
- Media relations
- Other marketing activity
- Personalising and tailoring both our and our clients' products and services for you
- Communicating with you; this may include responding to emails or calls from you



- Supplying products and services to you on behalf of our clients and our own business. Your personal details are required in order for us to enter into a contract with you.

With your permission and/or where permitted by law, we may also use your personal data for marketing purposes, which may include contacting you by email, telephone, text message, and post with information, news, and offers on our and our clients' products and services. You will not be sent any unlawful marketing or spam. We will always work to fully protect your rights and comply with our obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out.

How Long Will You Keep My Personal Data?

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. If your personal data was collected for site/ project specific purposes on behalf of our clients, then you can expect us to retain your data for a period of up to 12 months after a planning approval has been granted by a planning authority, planning inspector, or other statutory appeal body.

How and Where Do You Store or Transfer My Personal Data?

The security of your personal data is important to us, and to protect your data, we take a number of important measures, which are set out in our Data Protection Policy.

Do You Share My Personal Data?

We may share your personal data with our clients who commission us to provide a service. We may sometimes contract with the following categories of third-parties to fulfil activities on our behalf. In some cases, those third-parties may require access to some or all of your personal data that we hold. These third-parties may include: Mailing fulfilment companies, and Market research agencies

If any of your personal data is required by a third-party, as described above, we will take steps to ensure that your personal data is handled safely, securely, and in accordance with your rights, our obligations, and the third party/our client's obligations under the law, as described above in Part 8. We will only store or transfer your personal data within the European Economic Area (the "EEA"). The EEA consists of all EU member states, plus Norway, Iceland, and Liechtenstein. This means that your personal data will be fully protected under the GDPR or to equivalent standards by law.

In some limited circumstances, we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

How Can I Access My Personal Data?

If you want to know what personal data we have about you, you can ask us for details and for a copy of it (where any such personal data are held). This is known as a "Data Subject Request". All Data Subject Requests should be made in writing and sent to the email or postal addresses provided. Please supply as much of the information as possible to help us identify your data.

There is not normally any charge for a data subject request. If your request is 'manifestly unfounded or excessive' (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

We will respond to your data subject request within one month of receiving it. Normally, we aim to provide a complete response, including a copy of your personal data, within that time. In some cases, however, particularly if your request is more complex, more time may be required, up to a maximum of three months from the date we receive your request. You will be kept fully informed of our progress.

Collection of information by third-party websites and sponsors

The Website contains links to other websites whose information practices may be different than ours. Visitors should consult the other websites' privacy notices as Ward has no control over information that is submitted to, or collected by, these third parties.



How Do I Contact You?

To contact us about anything to do with your personal data and data protection, including to make a Data Subject Request, please use the following details: Email address: edward@wardsce.com, Telephone number: 07469 194574

Changes to this Privacy Notice

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection. Any changes will be made available at www.wardsce.com/privacy

This policy was updated in September 2022.