

Privacy Policy

At The Local Social Media Company we know how important your personal information is used and shared and we appreciate your trust in us to do that carefully and sensibly.

Data Protection Principles

We promise to follow the following data protection principles:

- Processing is lawful, fair, transparent. Our Processing activities have lawful grounds. We always consider your rights before Processing Personal Data. We will provide you information regarding Processing upon request.
- Processing is limited to the purpose. Our Processing activities fit the purpose for which Personal Data was gathered.
- Processing is done with minimal data. We only gather and Process the minimal amount of Personal Data required for any purpose.
- Processing is limited with a time period. We will not store your personal data for longer than needed.
- We will do our best to ensure the accuracy of data.
- We will do our best to ensure the integrity and confidentiality of data.

What we collect

We may collect the following information:

- name
- contact information including telephone number and email address
- demographic information such as postcode, preferences and interests

What we do with the information we gather

On the grounds of legitimate interest, we Process your Personal Data for the following purposes : We require this information to understand your needs and pass onto the business we are marketing for in order for them to contact you or give you a quotation (whichever you have indicated when giving your information to us)

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

Controlling your personal information

We will **never** sell, distribute or lease your personal information to third parties unless we have your explicit permission or are required by law to do so. Your personal information will be passed to the relevant business that we are marketing for in order to provide you with the information requested when completing the enquiry form.

Your Rights section

- to request access to your information and information related to our use and processing of your information;
- to request the correction or deletion of your information;
- to request that we restrict our use of your information;
- to receive information which you have provided to us in a structured, commonly used and machine-readable format (e.g. a CSV file) and the right to have that information transferred to another data controller (including a third party data controller);
- to withdraw your consent to our use of your information at any time where we rely on your consent to use or process that information. Please note that if you withdraw your consent, this will not affect the lawfulness of our use and processing of your information on the basis of your consent before the point in time when you withdraw your consent.

You may request details of personal information which we hold about you or be removed from our records.

If you would like a copy of the information held on you or wish to be removed please email support@localsocialmedia.co.uk