

Privacy Policy



We at Communications Potential value the privacy of those who provide their personal information to us.

This privacy policy describes how and why we collect, store and use personal information, and provides information about individual's rights.

This policy applies to both personal information supplied to us either by an individual or by others. We may use personal information supplied to us for any of the purposes as set out in this policy, or as otherwise disclosed at the point of collection.

This policy is an important document. We recommend that you read it carefully and print and keep a copy for your future reference.

"Personal information" is any information relating to an identified or identifiable natural person.

"Identifiable natural person" is one who can be identified, directly or indirectly, in particular by reference to an identification number or to one or more factors.

"You" and "your" (and other similar terms) refer to our clients, individuals associated with our clients, contacts, suppliers, job applicants, staff and visitors to the Communications Potential website:

www.communicationspotential.co.uk

Your rights in relation to personal information and how to exercise them

Under certain circumstances you have the following rights:

- the right to ask us to provide you, or a third party, with copies of the personal information we hold about you at any time and to be informed of the contents and origin, verify its accuracy, or else request that such information be supplemented, updated or rectified according to the provisions of local law;
- the right to request erasure, anonymisation or blocking of your personal information that is processed in breach of the law;
- the right to object on legitimate grounds to the processing of your personal information. In certain circumstances we may not be able to stop using your personal information, if that is the case, we'll let you know why; and
- withdrawal of consent – an individual may withdraw consent at any time (this may apply to processing of special categories of personal Information where you have instructed us to act on your behalf and includes the following: racial/ethnic origin, political opinions, religious or philosophical beliefs and trade union membership). In the event that you no longer want to receive any marketing material from us, please use the unsubscribe option (which is in all of our marketing emails to you), or contact the relevant Data Controller as set out below.

Communications Potential

London

Magdalen House
148 Tooley Street
London SE1 2TU
T: 020 7357 8000

Harrogate

14-15 Regent Parade
Harrogate HG1 5AW
T: 01423 502115

Bristol

13-14 Orchard Street
Bristol BS1 5EH
T: 0117 214 1820

To exercise such rights (bar withdrawing from marketing emails – as described above) and if you have any questions about how we collect, store and use personal information, then please contact us using the details as set out in the “Data Controller contact information” section below.

What basis do we have for processing your personal information?

We will only process personal information where we have a lawful reason for doing so. The lawful basis for processing personal information by us will be one of the following:

- the processing is necessary for the performance of a business or service agreement you are party to or in order to take steps at your request prior to you entering into the agreement;
- the processing is necessary in order for us to comply with our legal obligations (such as compliance with anti-money laundering legislation);
- the processing is necessary for the pursuit of our legitimate business interests (including that of the delivery and the promotion of our services).

What personal information do we collect and process?

We aim to be transparent about why and how we process personal information. For further information on our processing activities please review the relevant section below:

Business contacts

Collection

We process personal information about contacts by adding them to our contact list. We record your name, email address, job title, telephone number, area of business, job role, seniority and other business contact information. The personal information may be collected by us providing our services to you or at a networking event. In addition, personal information may also be collected via our website at www.communicationspotential.co.uk

Use

- For contact and communication purposes: we may use your contact information to send you business and service updates that we may circulate from time to time, news about any events we are organising or participating in, and/or other information about us that we believe may be of interest to you. You can specify your contact preferences via our website, in communications from us or by subsequently advising us of your contact preferences using options provided on all of our marketing emails or the contact details as set out in the “Data Controller contact information” section below.

Retention

- Personal information is retained in our Contact List for as long as it is necessary for the purposes set out above (being the length of the business relationship). If a business contact requests to be forgotten their contact details will be deleted. If a business contact opts out of receiving marketing

materials, their details will still be retained but marketing materials will no longer be sent.

Clients and individuals associated with clients

Collection

We request that our clients only provide personal information which is necessary for us to carry out our services.

If we need personal information in respect of individuals associated with clients, we ask our clients to provide this Policy to the data subjects.

In the majority of circumstances, we will collect personal information from our clients or from third parties acting on behalf of our clients.

Use

- Providing communications consultancy services: we will use and disclose personal information in such a manner as we believe is reasonably necessary to provide our services, for example we may need to instruct agents or experts on your behalf (including correspondence with you), to liaise with other professional service providers in relation to matters that we are handling, or because we need to liaise with the opposing party on a matter you have instructed us on.
- Administration: to collect our fees or costs, we will use personal information to agree payment arrangements, and to collect our fees and costs owing to us in connection with legal enforcement.
- Managing client relationships: providing clients with information on our services and business updates that we consider may be relevant to them; arranging and hosting events; and identifying where we may make improvements in service delivery.
- Client engagement: carrying out conflict checks to verify whether or not there are any potential issues that may mean we cannot work with a particular person
- Compliance with anti-money laundering regulation: we may use your personal information (e.g. evidence of your identity) in order to fulfil our obligations to check the identity of our clients in compliance with anti-money laundering law and regulations.

Retention

Our general retention period for documentation created for the purpose of providing consultancy services is 7 years. In some instances, there are legal and regulatory exceptions which may require documentation to be held for longer or shorter periods. If you require further information please contact us using the details as set out in the "Data Controller contact information" section below.

Job applicants

Please refer to information made available when applying online for further details as to how personal information is collected, processed and how long it is retained for.

Journalists

Collection

Personal information, including name, email address, telephone number and other business contact information, may be collected from PR agencies or from databases that we subscribe to.

Use

- Press releases and joint press releases from our clients/organisations that we are working with.
- Invitations to meet Communications Potential staff.
- To highlight any spokespeople who may be of interest on a specific industry theme or topic relevant to the journalist.
- Business trips may require the use of the personal information to assist us with travel arrangements.

Internal communications

Retention

Personal information will be retained for as long as it is necessary for the purposes of the above, or if you advise us you no longer wish to be contacted your personal information will be removed from our contact lists.

Suppliers (including individual contractors)

Collection

Personal information, including name, email address, telephone number and other business contact information, is collected to receive services from suppliers, to manage the relationship with the supplier, and for the provision of services to our clients.

Use

- To receive services from our suppliers: please note that we will use and disclose their personal information in such manner as we believe is reasonably necessary to receive and to review the provision of those services from suppliers.
- Services to clients: if a supplier is assisting us in delivering services to our clients we will process personal information to manage that relationship.
- Administration: to agree payment arrangements with our suppliers, and to make payments to them.

Retention

A general retention period of seven years will be applied unless there are any legal and or regulatory exceptions which may require documentation to be held for shorter or longer periods. If you require further information please contact us using the details as set out in the "Data Controller contact information" section below.

Staff

Personal information in relation to staff will be held on various internal systems and applications. A privacy notice which sets out the purposes for which personal information will be processed and contains information on data subject rights is provided to staff at the commencement of employment. If further information is required please contact the Office Manager.

If we employ you, we collect information about you and your work from time to time throughout the period of your employment. This information will be used only for purposes directly relevant to your employment. After your employment has ended, we will keep your file for six years before destroying or deleting it.

Visitors to the Communications Potential website

Collection

Personal information will be collected if you sign up to attend any of our events and/or to receive our marketing literature.

Use

Business contacts: if you have signed up to attend one of our events or to receive our marketing literature please see the paragraph above headed 'Business contacts'.

Who else may have access to your personal information?

On occasion, we may need to share your personal information with third parties. We will only share personal information where we are legally permitted to do so.

Where you supply us with personal information as a client, we will assume, unless you instruct us otherwise in writing, that we can disclose your personal information in such manner as we believe is reasonably necessary to provide our services (including as described in this Policy), or as is required under applicable law. This might be because, for example, we may pass your personal information to third parties such as:

- credit-checking agencies for credit control reasons;
- events: we may need to pass on your personal information (e.g. name, company, occupation) to a third party in connection with management of an event, in which case the details will only be used by the third party for that specific purpose;
- business partners, service providers and other affiliated third parties: to enable us to provide our services to you, we may need to share your personal information with our business partners (including other professional advisers such as accountants or auditors), external service providers and/or overseas counsel. Our arrangements with external service providers currently cover the provision of support services including IT, checks, events management,

document production, business research, secretarial services, marketing and business development and facilities management;

- Communications Potential: to provide services to you and also so that they may contact you (including by email) if you have expressly agreed to receive marketing communications about developments, services or events which may be of interest to you; through the joint use of centralised IT tools; to manage client relationships; and to respond to your requests concerning access, rectification, objection and cancellation as regards the processing of your Personal Information; and
- disclosures required by law or regulation: in certain circumstances, please note that we may be required to disclose Personal Information under applicable law or regulation, including to law enforcement agencies or in connection with proposed or actual legal proceedings.

How we look after your personal information

We have in place appropriate technical and organisational security measures to protect your personal information against unauthorised or unlawful use, and against accidental loss, damage or destruction.

We put in place data protection obligations with our third-party service providers.

Updates to this Policy

This Policy was last updated in May 2018. The terms that apply to you are those posted here on our website on the day you use our website. We advise you to print a copy for your records. Please check back regularly to keep informed of updates to this Policy.

Data Controller contact information

Felix Shaw
Communications Potential
Magdalen House
148 Tooley Street
London
SE1 2TU

T: +44 (0) 20 7357 8000

E: felix@communicationspotential.co.uk

How to Complain

If you are not happy with our Privacy Policy or if you have any complaint the you should contact us by email.

If a dispute is not settled then we hope you will agree to resolve it by engaging in good faith with us in a process of mediation or arbitration.

If you are in any way dissatisfied about how we process your personal information, you have a right to lodge a complaint with the Information Commissioner's Office. This can be done at <https://ico.org.uk/concerns/>