

## **Bamboo Public Relations Limited Privacy Notice**

This document explains how Bamboo Public Relations Limited uses your personal information.

### **Who we are**

Founded in 2002, Bamboo PR is a Marketing and PR agency specialising in technology and IT communications. Its company number in Companies House is 04461618 and it is registered at 5<sup>th</sup> Floor, 1 Portsoken Street, London, E1 8BT.

This privacy notice explains how Bamboo PR will look after your personal information, includes our grounds for lawful processing and explains when we deem our need to process your data as a legitimate interest.

This overview includes what type of data we process, what you tell us about yourself and your business, what we learn by having you as a client, and the choices you give us about what marketing you want us to send you.

### **Our Privacy Promise**

We will:

- Keep your data safe and private
- Never sell your data
- Give you ways to manage and review your marketing choices at any time
- Clearly explain how we protect and process journalist, influencer and analyst data

### **How the law protects you**

As well as the measures outlined in this Privacy Promise, your privacy is protected by law under GDPR's remit and when not located in a country under GDPR's jurisdiction, by the relevant data law.

GDPR states we are only allowed to use personal information if we have a proper reason or grounds to do so. This includes sharing it outside of Bamboo PR.

The law says we must have one or more of the reasons listed below:

- To fulfil a contract we have with you, or
- When it is our legal duty, or
- When it is in our legitimate interest, or
- When you consent to it

A legitimate interest is when we have a business or commercial reason to use your information but at the same time, it must not unfairly conflict with what is right and best for you, and it does not impede upon your rights.

If we rely on our legitimate interest, we will tell you what that is and the measures in place to protect your data.

The following information explains how we may use your personal information and which of the reasons we rely on to do so. This is also where we tell you what our legitimate interests are.

What we use your personal information for	Our reasons	Our legitimate interests
<p>To manage our relationship with you and your business</p> <p>To develop new ways to meet our clients' needs and to grow our business</p> <p>To provide advice or guidance about our products and services</p>	<p>Your consent</p> <p>Fulfilling contracts</p> <p>Our legitimate interests</p>	<p>Keeping our client records up to date</p> <p>Discussing which products and services may interest you and telling you about these services</p> <p>Explaining what we charge for (services)</p> <p>Seeking your consent when we need it to contact you about something that requires those grounds</p>
<p>To carry out content marketing activities relating to Bamboo PR's business development</p>	<p>Your consent</p>	<p>We will only communicate with you when you have supplied explicit consent to receive information relating to Bamboo PR's own marketing activities</p>
<p>To develop and manage our services</p> <p>To manage how we work with other companies that provide services to us and our customers</p>	<p>Fulfilling contracts</p> <p>Our legitimate interests</p>	<p>Developing and delivering services that require the use of third-party marketing tools</p> <p>Being efficient about how we fulfil our contractual duties</p>
<p>To make and manage payments</p> <p>To collect money that is owed to us</p>	<p>Fulfilling contracts</p> <p>Our legitimate interests</p> <p>Our legal duty</p>	<p>Being efficient about how we fulfil our legal and contractual duties</p> <p>Complying with regulations that apply to us</p>

To manage risk for us and our customers  To respond to complaints and seek to resolve them	Fulfilling contracts  Our legitimate interests	Being efficient about how we fulfil our legal and contractual duties
To run our business in an efficient and proper way. This includes managing our financial position, business capability, planning and communications	Our legitimate interests  Our legal duty	Complying with regulations that apply to us  Being efficient about how we fulfil our legal and contractual duties
To process and manage journalist, analyst and influencer data  To share journalist, analyst or influencer data with clients for targeted PR activities	Our legitimate interests  Your consent	Communicating with these groups of people on the behalf of Bamboo PR or Bamboo PR's clients  To process a withdrawal of consent or to manage a new subscription on our targeted press databases  Client campaign planning and ongoing updates about the media response to client communications

We use different kinds of personal information and these are the most common types:

Contact	How to contact you and your business or publication
Contractual	Details about the services we provide to you, our client
Communications	What we learn about you from letters, emails, and conversations between us
Transactional and Financial	Details about how to make payments or how we receive them
Documentary Data	Details about you or your business that are stored in documents in different formats, or copies of them
Consents	Any permissions, consents, or preferences that you give us. This includes how you want us to contact you
Open Data and Public Records	Details that are in public records and information that is openly available on the internet
Client Data	Client data and the data of its customers that are supplied to Bamboo PR for marketing purposes, serviced under the necessary data sharing agreement

**We may process personal information about you and your business from these sources:**

**Data you give to us:**

- When you contact us for information on our services
- When you talk to us on the phone

- In emails and letters
- In other documents especially where required to fulfil our contract with you
- When you use our website

**Data from third parties:**

- Companies or people that introduce you to us
- Credit reference or Fraud Prevention agencies
- Public information sources such as Companies House

**Who we share your personal information with:**

We may share your personal information with:

- Other companies or people who we use to help run your accounts and services
- Organisations or individuals that introduce you to us
- Companies or individuals that we introduce you to
- Email marketing companies that we use to provide that service
- Companies you ask us to share your data with

We may choose to sell, transfer, or merge parts of our business, or we may seek to acquire other businesses or merge with them. During any such process, we may share your data with other parties. We'll only do this if they agree to keep your data safe and private.

**The information we collect and use relating to journalists, analysts and influencers**

Bamboo PR relies on its journalist, analyst and influencer contacts and relationships to provide a service to its clients. Many of these relationships span a number of years and when new relevant individuals are identified we process their personal information to deem relevancy and to open an ongoing dialogue on behalf of our clients.

This data is kept regularly up to date and consent can be withdrawn at any time under the standard individual rights outlined by GDPR.

We take the data we collect and process is securely managed and routinely audited internally to ensure journalists and other relevant parties are still fit for purpose for the needs of our clients.

We use both ResponseSource and Vuelo to verify these contact details regularly and those relationships.

The information we collect and process includes:

- Name and title
- Job title and publication affiliations
- Business address and related addresses
- Contact details for you and your business, such as email addresses and phone numbers
- Publication information, circulation figures and topics of interest
- Records relating to subscriptions and rights to erasure
- Anonymised Google Analytics tracking data.

### **Sending data outside of the EEA**

We will only send your data outside of the European Economic Area ('EEA') to:

- Follow your instructions
- Comply with a legal duty
- Work with our agents and advisers who we use to help run your accounts and services

If we do transfer information to our agents or advisers outside of the EEA, we will make sure that it is protected in the same way as if it was being used in the EEA. We'll use one of these safeguards:

- Transfer it to a non-EEA country with privacy laws that give the same protection as the EEA. Learn more [on the European Commission Justice website](#)
- Put in place a contract with the recipient that means they must protect it to the same standards as the EEA. Read more about this here [on the European Commission Justice website](#)
- Transfer it to organisations that are part of Privacy Shield. This is a framework that sets privacy standards for data sent between the US and EU countries. It makes sure those standards are similar to what is used within the EEA. You can find out more [about data protection on the European Commission Justice website](#)

### **If you choose not to give personal information**

We may need to collect personal information under the terms of a contract we have with you. If you choose not to give us this personal information, it may delay or prevent us from meeting our obligations.

Any data collection that is optional would be made clear at the point of collection.

## Marketing

We may use your personal information to tell you about relevant products and offers. This is what we mean when we refer to 'marketing'.

The personal information we have for you is made up of what you tell us, the data we collect when you use our services, or from third parties we work with. This includes data collected from sign-up forms on our website.

We can only use your personal information to send you marketing messages if we have your direct consent.

You can ask us to stop sending you marketing messages by contacting us at any time or by unsubscribing on a marketing email sent to you.

We may ask you to confirm or update your choices if you purchase new products or services with us in future. We will also ask you to do this if there are changes in the law, regulation, or the structure of our business.

## How long we keep your personal information

We will keep your personal information for as long as we have your permission, or for as long as you are a client of avsnets or company we are discussing solutions and services with.

After you stop being a client, we may keep your data for up to 7 years for one of these reasons:

- To respond to any questions or complaints
- To show that we treated you fairly
- To maintain records according to rules that apply to us

We may keep your data for longer than 7 years if we cannot delete it for legal, regulatory or technical reasons or to maintain the relevant personal identifier to ensure your right to erasure.

We may also keep it for research or statistical purposes. If we do, we will make sure that your privacy is protected and only use it for those purposes.

The data we hold on journalists, analysts and influencers is held while we have an active relationship or until an individual leaves a publication or organisation.

### **How to get a copy of your personal information**

You can find out about the personal information we hold by:

Writing to us at this address:

Nicola Davies  
Bamboo PR  
5<sup>th</sup> Floor, 1 Portsoken Street  
London  
E1 8BT

Emailing:

Nicola Davies at [nicola@bamboopr.co.uk](mailto:nicola@bamboopr.co.uk)

### **Letting us know if your personal information is incorrect**

You have the right to question any information we have about you that you think is wrong or incomplete. Please contact us if you want to do this.

If you do, we will take reasonable steps to check its accuracy and correct it.

### **What if you want us to stop using your personal information?**

You have the right to object to our use of your personal information, or to ask us to delete, remove, or stop using your personal information if there is no need for us to keep it. This is known as the 'right to object' and 'right to erasure', or the 'right to be forgotten'. Please tell us if you think that we should not be using it.

### **How to withdraw your consent**

You can withdraw your consent at any time. Please contact us if you want to do so.

If you withdraw your consent, we may not be able to provide certain products or services to you. If this is so, we will tell you.

### How to complain

Please let us know if you are unhappy with how we have used your personal information. You can contact us using our contact details set out above.

You also have the right to complain to the Information Commissioner's Office. Find out on their website how to [report a concern](#).