

PRIVACY POLICY – DEEP SOUTH MEDIA LIMITED

We at Deep South Media Limited ('DSM' and the data controller) respect the privacy of our visitors and customers and are committed to preserving your online safety by preserving your privacy at any time you visit or communicate with our website.

Our terms of use and privacy policy sets out the data processing practices carried out through the use of internet and other electronic devices by the company.

This privacy policy is reviewed annually and we recommend that you therefore regularly review this policy.

All personal data captured will be processed and held in accordance with the requirements of the Data Protection Act 1998.

DSM complies with the General Data Protection Regulation, effective from May 25th 2018.

The data controller is Ron Wain who can be contacted at info@deepsouthmedia.co.uk

Definitions

Personal data shall mean any information relating to an identified or Identifiable natural person.

Identifiable natural person shall mean a person who can be identified, directly or indirectly by reference to an identifier such as a name, identification number, location data, online identifier, one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

Special categories of personal data shall mean personal data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, processing of genetic data, biometric data for the purpose of identifying an Identifiable natural person, data concerning health, sex life, sexual orientation.

Data shall mean information of any kind, however represented whether comprising words, database entries, numbers, graphs, maps, pictures, sketches or otherwise in any other form and on any media.

Processing shall mean any operation or set of operations which is performed on personal data or on sets of personal data whether or not by automated means such as collection, recording, organization, structuring, storage, adaption, alteration, retrieval, consultation, use, disclosure by transmission, dissemination, restriction, erasure or destruction.

Profiling shall mean any form of automated processing of personal data consisting of the use of personal data to evaluate certain personal aspects relating to a natural person, in particular to analyses or predict aspects concerning the natural person's

performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or movements.

App shall mean any computer and mobile based application.

Website shall mean an internet website for DSM. DSM shall mean Deep South Media Limited (company number 3514784) whose registered office is at Towngate House, 2-8, Parkstone Road, Poole, BH15 2PW.

Data

DSM may collect and process data and personal data from you, either automatically or manually during the operations of our websites and forms you may fill out (including part completed forms).

Manually requested data and personal data collected from you.

DSM may request the following manual information direct from you:

- Your name
- Email address
- Telephone number
- Personal descriptions
- Details about the nature of your enquiry.
- Photographs (only if required in order for DSM to provide the service)

Personal data is collected on any forms (including part completed forms) you may fill out on our website.

If for any reason you communicate with our personnel, DSM may collect information as listed above.

You may give DSM any data and personal data by submitting any information (as listed above) or data upload onto any app, website, company server or other device owned by the company. The data may include information you provide when you report a problem with any app, website or other device owned by the company.

Data and personal data which may be automatically collected:

Information about your visit to any app, website or other device collected through the use of cookies, web server logs, including (but not limited to) IP address, the full uniform resource locators (URL) clickstream to through and from our site (including date and time); products you viewed or searched for; page response times, download information errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page and any phone number used to call our customer service number. The company may receive information about you if you use any of the other websites operated or the other services DSM provide.

The information and personal data collected is limited to what is necessary for DSM to provide a service to you.

The information DSM hold will be accurate, and kept up to date (where necessary) however DSM is not responsible if you have inputted incorrect data but you will have the right of rectification of inaccurate personal data.

DSM will not collect special categories of personal data.

Data use

The personal data collected is used for a specified purpose and is necessary for the performance of our services, a legitimate interest pursued by DSM or to comply with a legal obligation to which DSM is subject.

Please note that your personal data may be used to send you details of the products and or services we offer and have identified as likely to be of interest to you. We will not do so without first obtaining your consent.

You will be provided with the opt-in statement before DSM collects any information.

If at any point you would like to opt-out of receiving communications from us please contact info@deepsouthmedia.co.uk

Personal data storage

Personal data will be stored on secure servers. Transaction data is encrypted for your safety.

You should understand data via online transmission is not completely secure. We cannot guarantee full protection and security, only that we take all reasonable action to protect information sent to us electronically. Transmission of any data by you is at your own risk. Where applicable you may be given access to sections of our site that require a password. You are responsible for the passwords safety and confidentiality.

Disclosing customer data

DSM may share your personal data with any member of the company.

DSM will not transfer your personal data to third parties unless the following circumstances apply:

In the event that DSM sell or buy any business or assets, in which case DSM may disclose your personal data and any other information to the prospective seller or buyer of such business or assets.

If DSM or substantially all of its assets are acquired by a third party, in which case personal data, and any other information held by it about its customers will be one of the transferred assets.

If DSM is under a duty to disclose or share your personal data or other information in order to comply with any legal obligation, and other agreements; or to protect the rights, property, or safety the company, their customers, app users or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

Third party links

Third party links may be discovered on our site. These third party links have their own privacy policy, which you agree to when you click on the link. We are not responsible nor do we accept responsibility for third party links. Our liability covers us only on our site, and thus we do not accept liability for third party links as we have no control over them.

Profiling

DSM will not process your personal data by profiling.

Your Rights

Information Accessibility

You have a right to see your personal data. If you request additional copies of data a reasonable fee may be charged.

The data controller must respond within one month. This may be extended by a further two months if the request is complex or there are numerous requests and the data controller will inform you of such a delay.

Right to rectification

You have the right to rectification of any inaccurate personal data.
You have the right to request incomplete information is completed.

Right to erasure

You have a right for DSM to erase your personal data in the following circumstances:

- a) The personal data is no longer required for the purpose in which they were requested.
- b) You withdraw your consent.
- c) You object to the processing of your personal data

Contacting Us

Please feel free to contact us with queries, requests, or comments you may have about our privacy policy. We welcome any communication via the email address supplied here:

Last reviewed: April 10 2018