

Privacy Policy – How We Use Your Personal Information – Zest Publications Ltd

Last updated May 2018

How we use your personal information

This privacy notice is to let you know how we promise to look after your personal information in accordance to the General Data Protection Regulations (2018). This includes what you tell us about yourself, what we learn by having you as a customer, and the choices you give us about what marketing you want us to send you. This notice explains how we do this and tells you about your privacy rights and how the law protects you.

Our Privacy Promise

We promise:

- To keep your data safe and private.
- To give you ways to manage and review your marketing choices at any time.

Who we are

LOCAL CHOICE has been printed and distributed every single month for over 15 years. Offering a blanket distribution of 157,000 copies, it is a monthly magazine delivered by the Royal Mail to every home in the Lakes, Furness, Bay, and Garstang areas. The magazine covers a range of topics including retail, home improvement, health & beauty, food, motors and more

You can find out more about us at <https://www.local-choice.co.uk>

If you have any questions, or want more details about how we use your personal information, you can contact us on 01524 825600 (+44 (0) 1524 825600 from outside the UK).

How the law protects you

This section explains how your data is protected by the law.

General Data Protection Regulation (2018) law says that we are allowed to use personal information only if we have a proper reason to do so. This includes sharing it outside Zest Publications Ltd. The law says we must have one or more of these reasons:

- 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 even then, it must not unfairly go against what is right and best for you. If we rely on our legitimate interest, we will tell you what that is.

What do we collect

When you place an advertisement or make an enquiry over the phone, via email or face to face we collect your name(s), business address, email address, telephone number(s) and store it in our Customer Relationship Management (CRM) system and our accounting software.

If you do not want us to store your personal information, you can let us know before agreeing to our terms and conditions, or alternatively, contacting us directly to delete your personal information from our database. Email – vikkie@local-choice.co.uk

Where we collect personal information from

We may collect personal information about you from within Zest Publications Ltd.:

Data you give to us:

- When you enquire about our products and services
- When you talk to us on the phone
- When you use our website
- In emails and letters

Data we collect when you use our services. This includes the amount, frequency, type, location, origin and recipients:

- Payment and transaction data.

Data from third parties we work with:

- Our suppliers
- Companies that introduce you to us
- Payroll service providers
- Public information sources such as Companies House
- Agents working on our behalf
- Government and law enforcement agencies

Who we share your personal information with

- HM Revenue & Customs, regulators and other authorities
- Fraud prevention agencies
- Any party linked with you or your business's product or service
- Organisations that introduce you to us
- Companies that we introduce you to – our suppliers
- Companies you ask us to share your data with

If you choose not to give personal information

We may need to collect personal information by law, or 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 services. This is what we mean when we talk about 'marketing'.

The personal information we have for you is made up of what you tell us.

We can only use your personal information to send you marketing messages if we have either your consent or a 'legitimate interest'. That is when we have a business or commercial reason to use your information. It must not unfairly go against what is right and best for you.

In compliance with UK Spam Laws and the Privacy and Electronic Communications Regulations 2003, subscribers are given the opportunity to un-subscribe at any time through an automated system. This process is detailed at the footer of each email campaign. If an automated un-subscription system is unavailable, clear instructions on how to un-subscribe will be mentioned instead.

You can ask us to stop sending you marketing messages by contacting us at any time, by emailing – vikkie@local-choice.co.uk

How long we keep your personal information

We will keep your personal information for as long as you are a customer of Zest Publications Ltd.

After you stop being a customer, we may keep your data for up to 10 years for one of these reasons:

- To respond to any questions or complaints.
- To maintain records according to rules that apply to us.

How do we protect your information?

Zest Publications Ltd is committed to protecting the security of your personal information and we take all reasonable precautions to protect it from unauthorised access, modification or disclosure. Your personal information is stored on secure servers that have Digital Certificates to ensure all Data transferred between You and the Service is encrypted.

How to get a copy of your personal information

You can access your personal information we hold by emailing us: vikkie@local-choice.co.uk

We have a procedure in place to deal with requests from you for your personal information to be removed or edited in our system, which will be taken into consideration when processing your data.

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.

How to withdraw your consent

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

How to complain

Please let us know if you are unhappy with how we have used your personal information. You can contact us by email: vikkie@local-choice.co.uk

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

Future formats for sharing data

The Data Privacy laws will change on 25 May 2018. From that date you will have the right to get your personal information from us in a format that can be easily re-used.

You can also ask us to pass on your personal information in this format to other organisations.

Cookies

We may use cookies on our website. Cookies are small files that a site or its service provider transfers to your phone or desktop storage through your Web browser (if you allow) that enables the site's or service provider's systems to recognize your browser and browsing habits. They are also used to help us understand your preferences based on previous or current activity, which enables us to provide you with improved services. We also use cookies to help us compile aggregate data about traffic and interaction so that we can offer better user experiences and tools in the future.