

THE WORD CONSULTANCY

Terms of Use & Privacy Policy

Who are we?

The Word Consultancy provides PR services to organisations within the recruitment, employment and other B2B market sectors.

What does this Policy cover?

We at The Word Consultancy take your personal data seriously.

This policy:

- sets out the types of personal data that we collect about you
- explains how and why we collect and use your personal data
- explains how long we keep your personal data for
- explains when, why and with who we will share your personal data;
- sets out the legal basis we have for using your personal data;
- explains the effect of refusing to provide the personal data requested;
- explains the different rights and choices you have when it comes to your personal data; and
- explains how we may contact you and how you can contact us.

What personal data do we collect about you?

We collect the information necessary to be able to communicate effectively with you either as a client or prospective client or journalist.

Where do we collect personal data about you from?

The following are the different sources we may collect personal data about you from:

- Directly from you. This is information you provide to us.
- From an agent/third party acting on your behalf. e.g. A design or branding company
- Through publicly available sources. We use the following public sources:
- LinkedIn
- Company websites
- By Reference or word of mouth. For example, you may be recommended by a colleague or friend

How do we use your personal data?

We use your personal data to process tasks for which you visited the website as well as to provide you with appropriate and useful communications such as invitations to events and webinars and assets such as white papers, guides, reports and videos, for example.

How long do we keep your personal data for?

We only retain your information for as long as is necessary for us to use your information as described above or to comply with our legal obligations. At any time you can update your preferences by clicking the unsubscribe/opt out link in any emails you receive from us.

Who do we share your personal data with?

We do not share your personal data unless given express permission to do so – your email address or phone number to a journalist for example or where a training course is provided by ourselves and a third party.

What legal basis do we have for using your information?

Our processing is necessary for our legitimate interests in that we need the information in order to be able to provide our services. We carry out a 'balancing test' to ensure that our processing is necessary and that your fundamental rights of privacy are not outweighed by our legitimate interests before we go ahead with such processing.

Do we use Cookies to collect personal data on you?

To provide better service to you on our websites, we use cookies to collect your personal data when you browse. See our cookie policy here for more details.

Do we transfer your data outside the EEA?

We may transfer your personal data to clients and partners in countries outside the EEA – to put you in contact with a journalist, for example. These countries privacy laws may be different from those in your home country.

What rights do you have in relation to the data we hold on you?

By law, you have a number of rights when it comes to your personal data. Further information and advice about your rights can be obtained from the data protection regulator in your country.

What does this mean?

1. The right to be informed

You have the right to be provided with clear, transparent and easily understandable information about how we use your information and your rights. This is why we're providing you with the information in this Policy.

2. The right of access

You have the right to obtain access to your information (if we're processing it), and certain other information (similar to that provided in this Privacy Policy). This is so you're aware and can check that we're using your information in accordance with data protection law.

3. The right to rectification

You are entitled to have your information corrected if it's inaccurate or incomplete.

4. The right to erasure

This is also known as ‘the right to be forgotten’ and, in simple terms, enables you to request the deletion or removal of your information where there’s no compelling reason for us to keep using it. This is not a general right to erasure; there are exceptions.

5. The right to restrict processing

You have rights to ‘block’ or suppress further use of your information. When processing is restricted, we can still store your information, but may not use it further. We keep lists of people who have asked for further use of their information to be ‘blocked’ to make sure the restriction is respected in future.

6. The right to data portability

You have rights to obtain and reuse your personal data for your own purposes across different services. For example, if you decide to switch to a new provider, this enables you to move, copy or transfer your information easily between our IT systems and theirs safely and securely, without affecting its usability.

7. The right to object to processing

You have the right to object to certain types of processing, including processing for direct marketing (i.e. if you no longer want to be contacted with potential opportunities).

8. The right to lodge a complaint

You have the right to lodge a complaint about the way we handle or process your personal data with your national data protection regulator.

9. The right to withdraw consent

If you have given your consent to anything we do with your personal data, you have the right to withdraw your consent at any time (although if you do so, it does not mean that anything we have done with your personal data with your consent up to that point is unlawful). This includes your right to withdraw consent to us using your personal data for marketing purposes.

How will we contact you?

We may contact you by phone, email or social media. If you prefer a particular contact means over another please just let us know.

How can you contact us?

If you are unhappy with how we’ve handled your information, or have further questions on the processing of your personal data, contact here: lorna@thewordconsultancy.com.