



RippleMedia Privacy Notice

With the change in law under the General Data Protection Regulation, GDPR, we are committed to protecting and respecting the privacy the journalists and subscribers to the news we produce. Our updated policy sets out the basis on which any personal data we collect from you or you provide to us will be processed, shared or transmitted by us. Please read the following carefully to understand our practices regarding your personal data and how we will treat it.

J Boyd t/as Ripple Media is the Data Controller, for the purpose of compliance under the Data Protection Act 1998, the Privacy and Electronic Communication (EC Directive) Regulations 2003 and the EU General Data Protection Regulation.

What we do

Ripple Media is a content creator and media agent for its clients. We produce news content on behalf of the clients for whom we work which is of legitimate interest to journalists and relevant magazine titles, who publish our news to maintain the interest of their readership.

Information that we collect

We may collect the following information:

- Name
- Company
- Job Title
- Contact information including postal address, email address and phone number
- Demographic information such as postcode and preferences
- Other information relevant to client requests

What we do with the information we collect

We require this information to provide you with the following services:

- Internal record keeping.
- Distribute monthly news about the industries that you work within and newsletters to keep our clients' distributors and interested parties up to date with their news.

Email marketing and news distribution

Under the GDPR we use the legitimate interests as the basis for anyone receiving our news, newsletters or client mailings. Any email marketing messages or news we send are done so through an email marketing service provider which allows you to unsubscribe at any time. We never transfer your personal data to a third party.

Email marketing messages and news that we send may be tracked through clickable links or similar server technologies in order to track reader and customer activity within email marketing messages. Where used, such marketing messages or news may record a range of data such as; times, dates, I.P addresses, opens, clicks, forwards, geographic and demographic data. Such data, within its limitations will show the activity each subscriber made for that email campaign.

Any email marketing messages we send are in accordance with the GDPR. We provide you with an easy method to withdraw your consent by clicking the 'Unsubscribe' link at the bottom of the emails.

Security

Our databases, servers and websites are protected with the latest security measures ensuring that your information is secure and prevent unauthorised access or disclosure, we have put in place suitable physical and electronic procedures to safeguard and secure the information we collect.

Cookies

Cookies are small files which are placed on your computer's hard drive. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use the following cookies:

- Cookies that are required for the operation of our website. They include cookies that enable you to use our survey forms and adjust your mailing preferences.
- Analytical cookies that allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- Cookies that are used to recognise you when you return to our website.

Your rights

The GDPR provides the following rights for individuals:

- The right to be informed
- The right of access
- The right to rectification
- The right to erasure
- The right to restrict processing
- The right to data portability
- The right to object
- Rights in relation to automated decision making and profiling
- Right to be Forgotten

If you believe that any information we are holding on you is incorrect or incomplete, please email or write to us as soon as possible. We will promptly correct any information found to be incorrect.

Please contact our Data Protection Officer if you have

- Have any questions or feedback about this notice
- Would like us to stop using your information
- Want to exercise any of your rights as set out above, or have a complaint
- Have any other queries relating to this policy

Please email jo@ripple-media.co.uk or by post:

Ripple Media, 57 Westdean Avenue, London, SE12 9NJ, United Kingdom