

# Anthology Partners Ltd Privacy Policy

## Our Contact Information

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## Introduction

This privacy notice is issued on behalf of Anthology Partners Ltd, so when we mention Anthology Partners, "we", "us" or "our" in this privacy notice, we are referring to Anthology Partners Ltd, which is the data controller and responsible for this website.

We are committed to privacy, the responsible use of information, the need to safeguard the privacy of our clients and visitors to our website, and to maintaining compliance with privacy legislation. We will ensure that the data you supply to us is processed fairly and lawfully, and with skill and care. We take our responsibilities in respect of your personal data extremely seriously.

This document details our privacy policy for the collection and processing of personal information through your use of this website or when you contact us, either via our web sites, or via other means such as email or phone.

## What information do we collect?

When you contact us about our services, become a client, register for or attend events, subscribe to our blog or other publications or mailing lists, we collect some or all of the following information from you:

- Name
- Email Address
- Telephone Number

We will also collect information about your company such as the company name and address.

We also collect technical data when you visit our website such as internet protocol (IP) address, browser type and version, time zone setting and

location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access our website.

We do not collect any Special Categories of Personal Data, nor do we collect any Personal Data relating to children.

How do we collect Personal Information?

There are three methods we use to collect your Personal Data:

- Directly from you when you complete a form on our web site or contact us via email or phone.
- Indirectly from a third party, such as Salesforce, when we are introduced to you in order to provide relevant services.
- Automatically when you interact with our web site, for technical data such as your IP address or browser type.

How We Use Your Personal Data

**For the performance of a contract** that you have entered into with us for the provision of services.

**To contact you** by email, telephone calls, SMS, or other equivalent forms of electronic communication, regarding the provision of services to you.

**To provide you** with news and general information about other services and events which we offer that are similar to those that you have already purchased or enquired about unless you have opted not to receive such information.

**To manage your requests** to us for example when you contact us to discuss the provision of consultancy services.

**For business transfers:** we may use your information to evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal data held by us about our customers is among the assets transferred.

**Where we are legally required** to hold information about you such as for tax and accounting purposes.

**In our and your legitimate interest**, for example to provide you with information regarding services requested by, or discussed with you, to ensure continuity of services and manage repeat business effectively.

**For other purposes:** We may use Your information for other purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our services, products, marketing and your experience.

### How we store your personal information

We store your information securely in systems such as Salesforce and Microsoft Office 365. We do not collect or retain excessive amounts of data and we protect personal data from loss, misuse, unauthorised access and disclosure by ensuring that appropriate organisational and technical measures are in place.

### Sharing your personal data

We will only share your data with third parties (apart from with your explicit consent), if we are legally or contractually required to do so, or:

- for the purposes of securely storing the data, for example on cloud-based servers managed by third party providers (such as Salesforce, Microsoft, Campaign Monitor, Google etc)
- in connection with any legal proceedings or prospective legal proceedings;
- in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk);
- to any person who we reasonably believe may apply to a court or other competent authority for disclosure of that personal information where, in our reasonable opinion, such court or authority would be reasonably likely to order disclosure of that personal information.

### How long do we keep your personal data?

We keep data in accordance with the GDPR and only for as long as is necessary (for example to keep you informed about information that is likely be relevant to you or your company including new information available from us and other information about our products and services, or to comply with the record keeping requirements of HMRC or other organisations). In general we will retain data for 2 years after our last

contact with the you however we may retain some data for longer periods for reasons of continuity of service delivery, to ensure availability of relevant information about repeat clients, to defend legal claims or protection or legal rights or where we are contractually or legally required to do so.

## Your rights

Under data protection law, you have rights including:

**Your right of access** - You have the right to ask us for copies of your personal information.

**Your right to rectification** - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

**Your right to erasure** - You have the right to ask us to erase your personal information in certain circumstances.

**Your right to restriction of processing** - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

**Your right to object to processing** - You have the the right to object to the processing of your personal information in certain circumstances.

**Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at [privacy@anthologypartners.com](mailto:privacy@anthologypartners.com) if you wish to make a request.

## Further processing

If we wish to use your personal data for a new purpose, not covered by this Privacy Policy, then we will publish a new policy explaining this new use prior to commencing the processing, and setting out the relevant purposes and processing conditions. Where and whenever necessary, we will seek your prior consent to the new processing.

## How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us at [privacy@anthologypartners.com](mailto:privacy@anthologypartners.com)

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>