

# Privacy Policy



## Brand Promise

The Manchester Handbook values the relationship with all its advertisers. We take our responsibility of collecting, maintaining and processing your personal information very seriously and this policy along with our terms and conditions will help you to understand what information we collect, how we store it and how we process it. We are committed to protecting your privacy and all data shared with us will only be used in accordance with this policy. We are fully compliant with our obligations under the General Data Protection Regulation (GDPR) & Data Protection Act 2018 and other data protection legislation which may apply. Thank you for taking the time to read our privacy policy and have a buzzing day!

## Privacy Policy Notice

This privacy policy notice is for the services provided by The Manchester Handbook Limited and this website [www.themanchesterhandbook.com](http://www.themanchesterhandbook.com). It governs the privacy of those who use it with the purpose being to explain how we collect, store, process, and protect your personal information while using our services and browsing our website. Included in your rights under current laws and regulations, if you do not agree to the following policy you may wish to stop using our services or cease viewing this website.

The Manchester Handbook Limited is registered with the Information Commissioner Office (ICO). Our ICO registration number is ZA561419.

## Key Definitions

- “we”, “us”, “our” refers to the business The Manchester Handbook Limited
- “you”, “the user” refers to the person(s) using this website or services provided
- GDPR means General Data Protection Regulation
- PECR means Privacy & Electronic Communications Regulation
- Data Controller is the person or company that determines the purpose and means of personal data processing

## The personal information we collect

The Manchester Handbook offers an advertising platform for companies wishing to improve their visibility within Manchester city centre. We operate a bi-monthly magazine/ directory and website including an online directory.

The Manchester Handbook is the Data Controller who collects, stores and processes the personal information you share. Philip Allen is the Data Officer, responsible for governance and utilisation of information as an asset.

Personal information is that which identifies you as an individual. As we hope our relationship with you will be a long one, any personal information you choose to disclose will be held on file until you decide to remove it. Some of the data we keep may have been obtained from publicly available sources including Google, Facebook, Yell or Companies House. We try to keep our records up-to-date but if you feel the information we have may be out of date then please do let us know and we will amend it for you. We will only ever accept requests to make changes from those authorised to do so.

### The personal information we hold includes:

- Company name & address
- Full contact name & job title
- Contact details including telephone number, email address & any social media links
- Any information provided by you when contacting us
- Any other information we see as relevant to carry out promotional offers/ customer surveys

### **Personal information may be shared with us when:**

- Filling out online forms
- Uploading or transferring documents
- Signing up to receive emails or communications
- Taking part in surveys/ questionnaires or competitions
- Communicating with us via mail, email, phone and text

### **Why we collect personal information**

We use your personal information for different business reasons and if you do not provide us with certain data we may be unable to provide all our services to you. Every Advertiser must 'OPT-IN' to have their email and personal information used by The Manchester Handbook. We use industry standard practices when collecting, maintaining and processing your data.

### **We use your data to:**

- Enter into a contract with you to perform our obligations
- Execute your advertising needs; process transactions, provide support & advice
- Manage and maintain our relationship with you
- Keep internal records
- Improve our products and services
- Communicate with you about promotional offers or surveys
- Communicate with you about any other information we think you may find useful

### **How we store personal information**

We are committed to the security and storage of the personal information you share with us. We do everything we can to protect it against unauthorised access, alteration, disclosure and destruction. All personal information is safeguarded and protected using secure data storage technologies, in our case Salesforce, which is only accessible by members of staff. We will not sell, lease or distribute your personal information to third parties unless we have your permission to or are required to do so by law.

### **Financial data**

The only financial data we hold onto are copies of your invoices and financial transactions. We do not store your credit card/debit card details or any other financial information which may identify you as an individual. This information is passed straight to our payment service provider, [Square](#). You are in full control over the financial data you disclose when booking your advertising and it is your responsibility to safeguard your card details when paying for your advertising.

### **Why & how we may contact you**

We use your personal information to make sure we contact you in the most appropriate way, improve our services and ensure we work in the most efficient and effective way. We may contact you via mail, email, telephone or text to discuss your advertising or take part in surveys/ questionnaires & competitions. When booking your advertising we will record your 'OPT-IN' consent to be contacted and receive marketing. You can update these preferences at any time, just let us know.

### **Email marketing & subscriptions**

Under the GDPR we use the consent lawful basis for anyone subscribing to our newsletter or marketing mailing list. Any email marketing messages we send may be done through an email marketing service (EMS) provider, in our case, Mailchimp. These are third party service providers of software/ applications which allows us to send out email marketing campaigns to a list of users.

Our email marketing may contain trackers so we can track if you have opened an email and see which links you have clicked. This activity lets us see the activity of each subscriber for that particular email marketing campaign.

You can be confident that any email marketing messages we send are in accordance with GDPR and PECR. If you wish to unsubscribe from our mailing list we have made this is very easy for you, just click on the opt-out button to withdraw your consent.

## Website stuff

We may have links to other websites on our site and it should be noted that we have no control over these other websites including their content, nature and availability. We can not be responsible for the protection and privacy of personal information you share on these websites and they are not governed by this privacy policy.

We want you to have the best experience so we try to keep the website up and running as smoothly as we can. However, we take no responsibility for, and will not be liable for the website being temporarily unavailable.

## Internet Cookies

Your device may ask your permission to place a small file on it which tracks and stores your interactions and usage of our website. Most web browsers automatically accept cookies but you can manage and delete cookies using your web browser controls from your device. We will only ever obtain the information you choose to share with us.

We use cookies on this website to provide you with a better user experience. They help us to monitor web traffic and let us know which pages you have visited. This way we can help improve our services, including web operations and printed products. We may also use this data to tailor any communications or marketing you receive so that it is relevant and useful.

## You are in control!

GDPR gives people like you more control over how we and other organisations use your personal information. With regards to The Manchester Handbook you are in full control over the personal information we collect, store and process. You have the following rights:

- The right to be informed; by reading this Privacy Policy
- The right of access; make a subject access request to obtain a copy of the personal information we hold on file
- The right to rectification; update the personal information and contact preferences we hold on file
- The right to erasure; get in contact with us if you wish to be removed from our CRM database
- The right to restrict processing; do not tick the 'I agree to' box when booking your advertising or get in contact with us
- The right to data portability; obtain and reuse your personal information
- The right to object; contact us if you wish to withdraw your consent
- the right not to be subject to automated decision-making including profiling

You also have the right to complain to the ICO ([www.ico.org.uk](http://www.ico.org.uk)) if you feel there is a problem with the way we are handling your data.

## Changes to this Policy

This Policy was last updated in November 2019 and while we stay true to our philosophy of maintaining your privacy we may need to update this page from time to time. For that instance, we advise that you check back every now and again to make sure you are happy with any changes.

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