

PRIVACY NOTICE

Introduction

SOUND MARKETING LTD (Sound Marketing) is a specialist marketing and PR agency working predominantly in the entertainment technology (pro-audio, commercial sound, lighting, audio-visual) and technology markets. We represent a range of brands who manufacture and supply equipment. Sound Marketing offer a range of Marketing and PR services and also acts as marketing consultants.

Sound Marketing is committed to protecting the privacy and security of your personal data.

This privacy notice describes how we collect and use personal information about you, in accordance with the General Data Protection Regulation (GDPR).

We comply with data protection law. This says that the personal information we hold about you must be:

1. Used lawfully, fairly and in a transparent way.
2. Collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes.
3. Relevant to the purposes we have told you about and limited only to those purposes.
4. Accurate and kept up to date.
5. Kept only as long as necessary for the purposes we have told you about.
6. Kept securely.

What personal data we collect

We will collect, store, and use the following categories of personal information about you:

Type of Data held for Press contacts and Customers	How it is collected
Name	Exhibitions, meetings, business cards, incoming emails, incoming calls.
Work email	Exhibitions, meetings, business cards, incoming emails, incoming calls.

Work Address	Exhibitions, meetings, business cards, incoming emails, incoming calls.
Work telephone number and mobile number	Exhibitions, meetings, business cards, incoming emails, incoming calls.
Company bank account details	Through our accounting and billing process

Sound Marketing stores your data securely. Any files containing personal data are encrypted.

What we use your data for

We need all the categories of information in the list above primarily to allow us to contact you and enable us to comply with legal obligations. In some cases we may use your personal information to pursue legitimate interests, provided your interests and fundamental rights do not override those interests. The situations in which we will process your personal information are listed below:

- For campaigns we are working on that your company is involved with
- For potential campaigns that we would like to carry out for your company
- For completed campaigns we have carried out in the past for your company
- To send you information regarding a campaign or client that we are working with together
- To collect payments
- To send Marketing emails

Your address, telephone number and account details will not be shared with any third parties.

Your rights with respect to your data

You have the right to request the following:

- Right of access – you have the right to request a copy of the information that we hold about you.

- Right of rectification – you have a right to correct data that we hold about you that is inaccurate or incomplete.
- Right to be forgotten – in certain circumstances you can ask for the data we hold about you to be erased from our records.
- Right to restriction of processing – where certain conditions apply to have a right to restrict the processing.
- Right of portability – you have the right to have the data we hold about you transferred to another organisation.
- Right to object – you have the right to object to certain types of processing such as direct marketing.
- Right to object to automated processing, including profiling – you also have the right to be subject to the legal effects of automated processing or profiling.
- Right to judicial review: in the event that Sound Marketing refuses your request under rights of access, we will provide you with a reason as to why. You have the right to complain as outlined in clause below.

If you wish to obtain any of the information above, please email our GDPR officer, Stephanie Dell (details below).

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 Google Analytics and Visitor Analytics to analyse the use of this website. They generate statistics about website use by means of cookies. The information they generate is used to create reports on the use of the website. Google and Visitor Analytics will store this information. Please view their privacy and cookie policies below.

Google Analytics:

<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>

Visitor Analytics:

<https://www.visitor-analytics.io/wix-cookie-information>

Links to other websites

Our website contains links to other websites. We are not responsible for the privacy policies or practices of these websites.

Complaints

In the event that you wish to make a complaint about how your personal data is being processed, you can contact Stephanie Dell, the GDPR officer at Sound Marketing. If you are concerned about the way your complaint is handled, or are dissatisfied after raising a concern, you have the right to contact the Information Commissioner Office (ICO). The ICO can be contacted at Information Commissioners Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF or ico.org.uk

GDPR Officer

The GDPR Officer at Sound Marketing is Stephanie Dell:

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