



Sparkz Marketing Limited Privacy Policy

Our contact details

Name:
Sparkz Marketing Limited

Address:
714 London Road, Larkfield KENT ME20 6BL

Phone Number:
07860756684

Web:
www.sparkzmarketing.co.uk

E-mail:
taryn@sparkzmarketing.co.uk

Introduction

This privacy policy explains the personal information that we might collect about you when you interact with Sparkz Marketing Limited. It also explains how we will handle the information and keep it safe.

We want you to be fully informed about your rights and how we will use your personal information.

Please feel free to get in touch if you have any questions.

Sparkz Marketing Limited is a marketing and category management consultancy.

Explaining the Legal Bases we rely on

Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:

- Contractual obligations

We need your personal information to comply with contractual obligations when working in consultancy with you and your business to help you grow your brands and/or improve your marketing efficiency.

- Legal obligation

We may from time to time infer a Legal requirement upon us to collect and process your data.

- Legitimate interest

In specific situations, we require your information to pursue our legitimate interests in a way which might reasonably be expected as part of running Sparkz Marketing Limited and which does not materially impact your rights, freedom or interests. For example, we will store your information in our client record files.

- Consent

When you make contact with us for the purpose of requesting us to conduct work on your behalf we will collect and process your information with your consent. When collecting your personal information, we will always make clear to you why it is necessary for Sparkz Marketing Limited to process your information.

You can remove your consent at any time (see below for more details)

When do we collect your Personal Data?

When you make an enquiry via our website, text or email, when we work with you as a client where we provide marketing consultancy or services. Also, if given to us by an indirect source.

What sort of personal information do we collect?

- Full Name
- Contact numbers (mobile and landlines)
- Name
- Email
- Phone

How and why do we use your personal information?

We treat the information with the utmost care and take appropriate steps to protect it.

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- Entering into a client relationship providing marketing consultancy or services to you and your business
- Communications of other services that we provide that we think may be of interest to you;

We also receive personal information indirectly, from the following sources in the following scenarios:

- If one of our clients passes us personal information for the purpose of us making contact to provide our services

How we protect your personal information

We understand how much information security means to our customers. With this in mind, we will treat your information with the utmost care and take all appropriate steps to protect it. We will ensure our physical information is safely stored and all electronic information subject to password protection on our computers.

How long will we keep your personal information?

We will keep your personal information only for as long as necessary for each purpose we use it. This means we will keep your information after an enquiry to us, all the time we are working with you and for a period of 6 years after your last interaction with us (for accounting, tax reporting and record-keeping purposes). After this time we will dispose of your information by deleting it from our computers and shredding any physical information.

Who do we share your personal information with?

We do not sell or share your information with any other organisations, unless we outsource a service on your behalf to a third party, in this situation you will gain your written consent.

Where your personal information may be processed

Your data is processed by Taryn Weeks, Director of Sparkz Marketing Limited

What are your rights over your personal information?

Your data protection rights. Under data protection law, you have rights including:

- Your right to access - To request copies of your personal information we hold about you.
- Your right to rectification - The correction of your personal information when incorrect, out of date or incomplete.
- Your right to erasure - To request that we erase your personal information in certain circumstances.
- Your right to restriction of processing – To restrict the processing of your personal information in certain circumstances.
- Your right to object to processing – To object to processing of your personal information in certain circumstances.
- Your right to data portability – To request that we transfer the information that 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. You can contact us to request to exercise your rights at any time as follows:

To ask for your information please contact us via email
taryn@sparkzmarketing.co.uk

If we chose not to action your request we will explain to you the reason for our refusal.

Your right to withdraw consent

Whenever you have given consent to use your personal data, you have the right to change your mind at any time and withdraw consent.

Where we rely on our legitimate interest

In cases where we are processing your information on the basis of our legitimate interest, you can ask us to stop for reasons connected to your individual situation. We must then do so unless we believe we have a legitimate overriding reason to continue processing your personal data.

Marketing and promotional communications

You have the right to stop the use of personal information for direct marketing activity by replying UNSUBSCRIBE to our marketing emails or by contacting us. We must always comply with your request.

Contacting the regulator

If you have any concerns about our use of your personal information, you can make a complaint to us at Sparkz Marketing Limited via email taryn@sparkzmarketing.co.uk

Alternatively, if you are unhappy with our response to any requests you have made to us regarding the use of your personal information, you have the right to lodge a complaint with the Information Commissioner's Office. You can contact them by

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

Phone: 0303 123 1113

Online: www.ico.org.uk/concerns (opens a new window, please note we cannot be responsible for content of external websites)

Any questions?

We hope that this privacy notice has been helpful in setting out the way we handle your personal information and your rights to control it.

If you have any questions that haven't been covered, contact us and we will be pleased to email you:

Email us on taryn@sparkzmarketing.co.uk