



Koala Marketing

# Privacy Notice

## Contact details:

Name: Koala Marketing Limited

Phone Number: 02381 550 157

E-mail: [hello@koalamarketing.co.uk](mailto:hello@koalamarketing.co.uk)

Website: [www.koalamarketing.co.uk](http://www.koalamarketing.co.uk)

**Date Privacy Notice Complete:** 10/09/2021

## The type of personal information we collect

We currently collect and process the following information:

- Personal identifiers, contacts and characteristics (for example, salutation, name and contact details, including email addresses, address and telephone number)
- Business details, including financial information, workplace address and contact details
- Website user and usage data and statistics

We collect information from you when you subscribe to our newsletter, respond to a survey or fill out a form.

## How we get the personal information and why we have it

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

- To allow us to personalise the experience we offer - information helps us to respond better to our client's individual needs
- To allow us to improve our website - we continually strive to improve our website offerings and our service offerings based on the information and feedback we receive
- To allow us to improve our customer service - information helps us to more effectively respond to customer service requests and support needs
- To allow us to send communication emails - the email address provided may be used to send information, respond to inquiries, and/or other requests or customer questions.

## How we protect the information we have

We have a variety of security measures to ensure we maintain the safety of the data and personal information we keep. From using strong passwords and changing them regularly to storing details in encrypted files or folders.

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### **How we manage our website cookies**

Cookies are small files that a website transfers to a computer's hard drive through a web browser (if allowed) that enables the sites to recognise a browser and capture and remember certain information. On our website, we use cookies to compile aggregate data about site traffic and site interaction so that we can offer a better site experience to our customers and visitors and develop the site to improve performance in the future.

### **Sharing information, the do's and don'ts**

We do not sell, trade, or otherwise transfer any data we keep to outside parties. This does not include trusted third parties who assist us in operating our website or business service, so long as those parties agree to keep this information confidential. We may also release information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others rights, property, or safety. Non-personally identifiable visitor information may be provided to other parties, such as Google Analytics, for marketing, advertising, or other uses.

### **How we operate third party links**

We may, at our discretion, include or offer third-party products or services on our website. These third-party sites have separate and independent privacy policies. We have no responsibility or liability for the content and activities of any linked websites. We, however, still seek to protect the integrity of our site and welcome any feedback about ours or others sites.

### **The Terms and Conditions of Koala Marketing**

Please visit our Terms and Conditions for additional information - <https://bit.ly/3nusi8e>.

### **The consent of our user's matters**

By using our site, you consent to our website and its privacy notice.

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

Your information is securely stored in our company iCloud or Google drives, any agency software we use, our chosen company CRM system or analytics tools. We do not keep paper records.

We may keep and archive customer data for up to five years. We will then dispose of your information responsibly by deleting files.

### **Your data protection rights**

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

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.

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- 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 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 [hello@koalamarketing.co.uk](mailto:hello@koalamarketing.co.uk) if you wish to make a request.

### **A Privacy Notice may change in the future**

If we decide to change our privacy policy, we will post those changes on this page.

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### **How to contact us or if you have a complaint**

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