

### Scope

This document refers to personal data, this is defined as information concerning any living person (a natural person who hereafter will be called the Data Subject) that is not already in the public domain.

The Privacy and Electronic Communications Regulations (PECR) and The General Data Protection Regulation (GDPR) which is EU wide and far more extensive, seek to protect and enhance the rights of data subjects. These rights cover the safeguarding of personal data, protection against the unlawful processing of personal data and the unrestricted movement of personal data within the EU.

**Majestic Interactive** is pleased to provide the following GDPR information:

### Who we are

**Majestic Interactive** specialises in cloud software solutions, helping clients boost their business performance and productivity through innovative and scalable digital technologies.

### Personal Data

**Majestic Interactive** uses the information collected from you to provide quotations, make telephone contact and to email you marketing information which the agency believes may be of interest to you and your business. In you making initial contact you consent to **Majestic Interactive** maintaining a promotional dialogue with you until you either opt-out (which you can do at any stage) or we decide to desist in promoting our services. **Majestic Interactive** also acts on behalf of its clients in the capacity of the data processor. When working exclusively as a data processor, **Majestic Interactive** will be acting on the instruction of its client and will work hard to ensure that the client is fully GDPR compliant.

Some personal data may be collected about you from exhibitions, workshops, seminars, webinars and roadshow events, including the forms and surveys you complete, from records of our correspondence and phone calls and details of your visits to our different websites, including but not limited to personally-identifying information like Internet Protocol (IP) addresses. **Majestic Interactive** may from time to time use such information to identify its visitors. **Majestic Interactive** may also collect statistics about the behaviour of visitors to its website.

**Majestic Interactive** websites use cookies, which is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. These cookies help **Majestic Interactive** to identify and track visitors and their website access preferences. **Majestic Interactive** website visitors who do not wish to have cookies placed on their computers should set their browsers to refuse cookies before using **Majestic Interactive**'s website.

Any information **Majestic Interactive** holds about you and your business encompasses all the details we hold about you and any sales transactions including any third-party information we have obtained about you from public sources and our own suppliers such as credit referencing agencies.

**Majestic Interactive** will only collect the information needed so that it can provide you with marketing services, the business does not sell or broker your data, although coincidentally there may be times when your information could be contained in data that **Majestic Interactive** has purchased from a third-party list broker, on behalf of a client.

### Legal basis for processing any personal data

To meet **Majestic Interactive**'s contractual obligations to clients and to also respond to marketing enquiries.

## **Legitimate interests pursued by Majestic Interactive and/or its clients**

To promote the marketing services **Majestic Interactive** offers including responsive template website designs, ecommerce websites, social media marketing, email marketing, graphic design, photography and video production. The business also offers brand development and communication strategies, using both in-house expertise and strategic relationships with third-party partners to deliver its service portfolio. These are promoted through three main websites.

## **Consent**

Through agreeing to this privacy statement, you are consenting to **Majestic Interactive** processing your personal data for the purposes outlined. You can withdraw consent at any time by Telephone +44 1484 427383 or email [dpo@themajestic.co.uk](mailto:dpo@themajestic.co.uk) or writing to us, see the last section for full contact details.

## **Disclosure**

**Majestic Interactive** may on occasions pass your Personal Information to third parties exclusively to process work on its behalf. **Majestic Interactive** requires these parties to agree to process this information based on our instructions and requirements consistent with this privacy statement and GDPR. **Majestic Interactive** does not broker or pass on information gained from your engagement with the agency without your consent. However, **Majestic Interactive** may disclose your Personal Information to meet legal obligations, regulations or valid governmental request. The agency may also enforce its Terms and Conditions, including investigating potential violations of its Terms and Conditions to detect, prevent or mitigate fraud or security or technical issues; or to protect against imminent harm to the rights, property or safety of **Majestic Interactive**, its clients and/or the wider community.

## **Retention Policy**

**Majestic Interactive** will process personal data during the duration of any contract and will continue to store only the personal data needed for six years after the contract has expired to meet any legal obligations. After six years any personal data not needed will be deleted.

## **Data storage**

Personal data is held in the EEA using different servers. Some personal data is held outside the EEA in the US using different platforms such as Google Drive and different social media solutions. Each provider is a signatory to the EU/US Privacy Shield. Where data is held in countries outside the EEA **Majestic Interactive** will always first check that the supplier has data compliance certification.

## **Your rights as a data subject**

At any point whilst **Majestic Interactive** is in possession of or processing your personal data, all data subjects have the following rights:

- Right of access
- Right of rectification
- Right to be forgotten
- Right to restriction of processing
- Right of portability

- Right to object
- Right to object to automated processing, including profiling

You can request the following information:

- Identity and contact details of **Majestic Interactive**
- Contact details of the data protection officer
- The purpose and legal basis for processing
- Details about legitimate interests
- Data categories
- Recipients of data
- Retention periods
- Your rights
- How to withdraw consent
- Complaint procedures
- Whether provision of personal data is required by law or contract
- Source of data (if not from you)
- Details of automated processing

To access what personal data is held, identification will be required.

**Majestic Interactive** will accept the following forms of ID: a copy of your driving licence, passport, birth certificate and a utility bill not older than three months. A minimum of one piece of photographic ID and a supporting document is required.

All requests should be made to [dpo@themajestic.co.uk](mailto:dpo@themajestic.co.uk) or by phoning +44 1484 427383 or writing to us.

## Complaints

In the event that you wish to make a complaint about how your personal data is being processed by **Majestic Interactive** or its partners, you have the right to complain to **Majestic Interactive's** DPO. If you do not get a response within 30 days you can complain to the ICO.

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