

Mercator Media Limited Privacy & anti-spam policy

What kind of data do we collect?

Mercator Media Ltd collects data for business to business purposes which may include an individual's name, job title, company, company address, email address, contact number, IP address, VAT number, or payment information. We collect information to allow us to carry out our business from an accounting and employment point of view. We do not collect or hold special category data, nor criminal offence data, and we are not a public authority.

Cookies- For information about cookies, including what they are and how we use them to serve our business to business audience, please visit www.mercatormedia.com/our-business/cookies

Why are we gathering the data?

The data gathered is held under the premise of legitimate interest for the purpose of providing a professional, useful, and personalised service to relevant parties in a business to business capacity.

What is the origin of the data?

The origin of the personal data collected by Mercator Media Ltd can be from registration at events, registration for business newsletters or subscriptions, purchased lists, online research, exhibitor lists, social network signup, or direct contact (e.g. business cards, phone calls). We also record telephone calls to and from our office for training purposes which may contain some personal data if disclosed during the call.

Where do we hold this information?

Systems that we use to hold this information include secured CRM systems, automated marketing programmes, accounting packages, CMS systems, cloud-based systems, onsite servers, and manual filing systems.

How do we use this information?

We use the information to supply and disseminate business information and services to business contacts and companies.

How long do we need to keep it for?

Mercator Media Ltd operates a range of retention periods for personal data in line with legal and regulatory requirements. All data as specified above will be retained for as long as is necessary for the purpose(s) for which we originally collected it, or until you withdraw your consent for us to do so.

Who can/has access to the data?

Only data processors with relevant permissions have access to the data. For full details on who can access your data please contact the company directly (see contact details below).

Can any external organisations access it?

Yes, for data processing purposes as identified by Mercator Media Ltd in order for us to pursue our business and fulfil our services to you.

What procedures, systems and controls are in place to secure the data?

We will take steps to ensure that appropriate security measures are utilised to protect your personal data, as required by data protection laws. The information in our control is housed in secure locations with limited access and permissions available for access and processing.

International data transfers

Personal data may be transferred outside of the European Economic Area to allow us to fulfil business purposes such as the organisation of events in those regions. Data transferred outside of the European Economic Area is done so on the basis of binding agreements with partners or contractors to safeguard the security of that data, including a review of their privacy policies and utilising security measures for storing, accessing, processing, and transferring the data.

Automated decision making

Some automatic aggregated profiling is conducted via our secured systems however, Mercator Media Ltd does not conduct any automated decision making with the personal data that it collects or processes.

Your rights relating to your personal data

Under current data legislation your rights are:

1. Right to be informed
2. Right to access your information and receive information about its use
3. Right to rectification of your data, to correct or complete it
4. Right to have your information deleted
5. Right to restrict the processing of your data
6. Right to data portability
7. Right to object to the use of your information
8. The right to not be subjected to automated decision-making

Contacting us about your data

Should you have any questions regarding the personal data that we hold, please contact our Data Controller.

Data Controller: Andrew Webster

Mercator Media Ltd

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