



## **Privacy Policy**

*(Reviewed May 2018)*

Alice PR & Events is committed to protecting and safeguarding your personal data. As part of this commitment we have updated our privacy policy to meet the requirements of the new European General Data Protection Regulation (GDPR). During the course of our activities we will collect, store and process personal data relating to clients, service providers, journalists, potential clients and employees and interns. Alice PR & Events makes no distinction between the rights of data subjects who are employees, and those who are not. All are treated equally under this policy.

This privacy policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

### **1. Principles for Processing Personal Data**

Alice PR & Events comply with the eight enforceable principles of good practice for processing personal data. These provide that personal data must be:

- a) Processed fairly and lawfully.
- b) Processed for limited purposes and in an appropriate way.
- c) Adequate, relevant and not excessive for the purpose.
- d) Accurate.
- e) Not kept longer than necessary for the purpose.
- f) Processed in line with data subjects' rights.
- g) Secure.
- h) Not transferred to people or organisations situated in countries without adequate protection.

All personal and sensitive personal data will be treated with equal care by Alice PR & Events.

### **2. Collecting and processing personal data**

Alice PR & Events collect and processes personal data on an as needed basis. We do so only in the pursuit of and in accordance with the real and present legitimate interests of our business and taking into consideration the rights of the relevant data subjects.

For personal data to be processed lawfully, it must be processed based on one of the legal grounds set out in the new European General Data Protection Regulation (GDPR). These include the data subject's consent to the processing; that the processing is necessary for the performance of a contract with the data subject; for the compliance with a legal obligation to which the data controller is subject; for the legitimate interest of the data controller or the party to whom the data is disclosed.

The information we collect and process includes:

- Personal data relating to employees and interns includes name, contact information, date of birth, PPS number, curriculum vitae, information about job performance and compensation, work eligibility status, bank account information and other information that employees may provide. The information is used for human resources purposes such as administering payroll and to comply with legal obligations.

- Personal data relating to clients including contact information and other information that clients may provide to us. We use the information for the day-to-day business relationship and to carry out our obligations arising from any contracts entered into between Alice PR & Events and our clients and to provide clients with the information and services that they request from us.
- Personal data relating to journalists and other editorial and media contacts including name, media outlet, professional areas of interest, telephone numbers, other information relating to the profession of the data subject, and other information that journalists and other editorial and media contacts may provide. We use the information to contact journalists about media releases, event invitations and similar communications that we believe will be of interest to them in a professional capacity.
- Personal data relating to suppliers including contact and financial information. We use the information to process payments, expenses and reimbursements and carry out our obligations under such contracts.

When a person contacts us via an email, phone, social media or online form, Alice PR & Events collects and stores that information. The information provided (name, organisation, email address, phone number etc) will be processed and stored so that Alice PR & Events can contact and respond to the sender.

Data subjects have the right to request that we not collect and process their personal data at any time in accordance with this policy.

### **3. Security**

Alice PR & Events holds personal data, which may be held on paper or on a computer or other media. We use appropriate technical and physical security measures to ensure the security of any personal data stored on our systems (online and paper files) and to protect from unauthorised access, loss, manipulation, falsification, destruction or unauthorised disclosure.

### **4. Holding data**

Personal data collected and stored by Alice PR & Events is retained for no longer than necessary for the purpose for which it was collected. We recognise that personal data may not be retained indefinitely.

We will ensure that personal data we hold is accurate and kept up to date. We will check the accuracy of any personal data at the point of collection and at regular intervals afterwards. We will take all reasonable steps to destroy or amend inaccurate or out-of-date data and to steps to destroy, or erase from our systems, all data which is no longer required.

### **5. Sharing personal data**

We do not share personal data with third parties for commercial or marketing purposes. Where data is shared with third parties, it is done so securely for administration and media relations purposes only and with the express consent of our clients. Through the course of our work, we share case studies with the media on behalf of our clients. This is done with the express permission of the people involved. Details are changed when anonymity is requested.

On occasion and where appropriate, Alice PR & Events promotes its work with a range of clients through the company's online profiles. Permission is sought from clients at the start of each contract in writing.

## **6. Accessing, correcting, or deleting your personal data**

You have rights under GDPR, about processing your data. You can exercise these rights at any time by contacting us via email at [info@alicepr.com](mailto:info@alicepr.com) or by writing to us at 28 Great Strand Street, Dublin 2. Employees and interns should contact a member of the management team directly. You have the right to request:

- A copy of your personal data. To comply with such a request, we may request verification of identity of the person making the request. No fee is required for this service. The request will be fulfilled by sending the data copy electronically unless the request expressly specifies a different method.
- To have inaccurate personal data corrected.
- That Alice PR & Events removes all of your personal data we hold.

You must make your requests in writing. We will respond as soon as possible, and in any event within one month from the date on which your instructions are received.

You have the right to opt-out of receiving Alice PR & Events communications at any time. To do so, email [info@alicepr.com](mailto:info@alicepr.com) with your request. You will receive a confirmation email when your request has been processed.

## **7. Our Website**

We are not responsible for the content or privacy practices of other websites, and links from this website to external websites are clearly identifiable as such. We fully respect your right to privacy and will not collect any personal information about you on this website without your clear permission.

This website uses cookies. Our policy regarding the collection of cookies by this website is available to [read here](#).

We collect the following data on this website:

- The names, email addresses, organisation names, phone numbers of people who contact us by filling out and submitting the [Contact Us Form](#) on our website.

We may also use this data for statistical purposes such as counting the number of people who have subscribed to our newsletter and counting the number of enquires our organisation received via our website.

### ***Information that is gathered from visitors***

In common with other websites, log files are stored on the web server saving details such as the visitor's IP address, browser type, referring page and time of visit. Cookies may be used to remember visitor preferences when interacting with the website.

### ***How the information is used***

The information is used to enhance the visitor's experience when using the website to display personalised content and possibly advertising. Email addresses will not be sold, rented or leased to third parties. Emails may be sent to inform you of news of our services or offers by us or our affiliates.

### ***Visitor Options***

If you have subscribed to one of our services, you may unsubscribe by following the instructions which are included in any email that you receive. You may be able to block cookies via your browser settings, but this may prevent you from accessing certain features of the website.

**Cookies**

Cookies are small digital signature files that are stored by your web browser that allow your preferences to be recorded when visiting websites. They may also be used to track your return visits to websites. Third-party advertising companies may also use cookies for tracking purposes. See our Cookies Policy for further details.

**Google Ads**

Google, as a third-party vendor, uses cookies to serve ads. Google's use of the DART cookie enables it to serve ads to visitors based on their visits to sites on the Internet. Website visitors may opt out of the use of the DART cookie by visiting the Google ad and content network privacy policy.

**8. Changes to this privacy policy**

We may make changes to this privacy policy from time to time. All changes will be updated on this document and available on [www.alicepr.com](http://www.alicepr.com). The date of the latest review can be found at the start of this policy.

**9. Contact**

If you require any further information on the Alice PR & Events Privacy Policy including data correction, amendment, erasure, restriction or portability, please contact [info@alicepr.com](mailto:info@alicepr.com) or write to Alice PR & Events, 28 Great Strand Street, Dublin 1 using the reference 'Privacy Policy'.

**Ends**

**May 2018**