



Collection of personal data

C4B Media policy is to collect personal data which is necessary for agreed business purposes. Our clients should only share personal data that is needed for those purposes.

We need to process personal data to:

- Provide quotations for our marketing and design services to clients and prospective customers;
- Provide our marketing and design services to clients;
- Carry out administrative processes (such as invoicing) which are necessary in the course of providing our services. These processes may involve collection of personal data of other staff (referred to as contacts);
- Provide updates and information about our company and services which we think is necessary in the provision of our service operations.

Processing of personal data

C4B Media processes personal data of clients, prospective customers and contacts using a customer relationship management (CRM) system and of clients only on our accounting system. Personal data of clients, prospective customers and contacts may be visible to and used by C4B Media employees and its appointed agents or contractors in order to interact with them.

Use of personal data

We use personal data for the following purposes:

- **Providing marketing and design quotations**
We provide a range of marketing and design services, which must be quoted for. Where a client (or a prospective customer) requests a quotation, we ask those clients or new contacts to provide the necessary information and to refer to our privacy statement as appropriate.
- **Providing marketing and design services**
Providing our services may require us to process additional personal data in order to deliver marketing and design services, invoices, service updates or additional advice.
- **Managing and administering our business and services**
We process personal data in order to manage our business, including:
 - Managing the relationship with our clients



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- Evolving and improving our services (such as identifying new customer requirements or service opportunities);
- Analysis of patterns and trends in our business to provide business intelligence in order to make informed decisions;
- Maintaining and using our website and other IT systems;
- **Security controls**

We have IT security measures in place to help protect business and customer data
- **Providing our clients, prospective customers and contacts with information about our company and services**

We may use personal details to provide relevant information that we think will be of interest about C4B Media and our services. We may also provide clients, prospective customers and contacts with industry updates, insights and news. We may also inform clients, prospective customers and contacts about other services offered by C4B Media that we think may be relevant to them in a professional capacity. In all cases where such information is provided, clients, prospective customers and contacts have the right to request that C4B Media does not send such information.

Data retention

We retain personal data for as long as is required to perform the activities described above. For clarity we define:

- a client as “invoiced within a 5-year period”
- a prospective customer as “quoted within a 5-year period but who has not been invoiced in that time
- a contact as:
 - another individual at a company that is either a customer or prospective customer;
 - an individual at a partner organisation;
 - an individual at a supplier.