



C4B Media Privacy Statement

C4B Media is committed to protecting personal data and this privacy statement describes why and how we collect and use personal data that is provided to us by individuals through our website or other means such as email.

We may use personal data provided to us for any of the purposes described in this privacy statement or as stated at the collection stage.

Personal data is any information that relates to an identified or identifiable living person. C4B Media collects personal data and process it for various purposes (detailed in our “Use of Personal Data” policy).

Security controls

We have IT security measures in place to help protect business and customer data.

When and how we share personal data

We may need to share personal data but will only do so in accordance with data protection legislation in the course of our business activities. If we do share data, we employ legally binding confidentiality statements to protect the data, ensuring that we comply with relevant data protection, confidentiality and security standards.

Third party organisations

Personal data held by C4B Media may be transferred and/or shared with third party organisations that provide services to us. We use third parties to support us in providing our services and to operate business systems which they may have supplied to us.

Examples of such third-party organisations include:

- Providers of services including email marketing platforms, IT support, business consultancy and other providers necessary to the operation of our business and delivery of services;
- Cloud based software as a service (SAAS) providers including accounting and customer relationship management systems;
- Website hosting and maintenance providers;
- Data back-up, security and storage service providers.

Privacy statement changes

C4B Media will review and update this privacy statement periodically. This privacy statement was last updated on 4th May 2018.

Right of access to personal data

Individuals have a right of access to personal data held on them by C4B Media. To exercise this right, please emailing hello@c4bmedia.com. We will aim to respond promptly to



C4B Media Privacy Statement

requests for information submitted under right of access and certainly within the legally binding time limit.

Right to update personal data

Individuals have the right to update any personal data submitted to us. To submit an update request, please email hello@c4bmedia.com. We will aim to implement requested data updates promptly.

Withdrawal of consent

Individuals who have previously provided consent for processing of data have the right to withdraw that consent at any time. To withdraw consent to our processing of your personal data please email hello@c4bmedia.com. To stop receiving emails from a C4B Media email list, simply use the unsubscribe link in the relevant email.

Right to erasure

Individuals have the right to request that personal data held on them is erased or deleted from the C4B Media database and the right to object to our processing of personal data. To request deletion or object to processing of your data please email hello@c4bmedia.com.

Complaints process

If you wish to complain about C4B Media's use of your personal data, please email details of your complaint to hello@c4bmedia.com. We will aim to investigate and respond to complaints promptly.

You also have the right to complain to the Information Commissioner's Office (ICO) about C4B Media's use of your personal data. Information about how to complain can be found on the ICO website.

Data controller information

The data controller is C4B Media Limited registered in England under registration 8340338 and with its registration address at 2 Kiln House Yard, Baldock Street, Royston, Hertfordshire SG8 5AY.

If you have any questions about this privacy statement or how and why we process personal data, please contact us at:

C4B Media Ltd
2 Kiln House Yard
Baldock Street
Royston
Hertfordshire SG8 5AY
Email: hello@c4bmedia.com
Tel: 01763 877110