

## Privacy Notice

### What data do we hold?

The Village Emporium, (Emporium Publications (Essex) Ltd), collects your contact information (typically name and email address or telephone number) when we discuss with you advertising, running articles or publicising event information. Additional information will be collected when you advertise e.g. address, if this is not already publically available for example from your website, and, in some cases, payment information.

We also hold data on suppliers and distributors, for the purposes of publishing and distributing the magazines.

### Who do we exchange your data with?

We do not exchange this information with any third parties in any circumstances without your specific permission. The only exception to this rule is if you enter a competition. You are asked to give your name and address so that we can notify you if you win, and we may give your details to the promoter so that you can receive your prize.

What do we do with your information if you decide not to advertise, or cease advertising?

If you decide not to advertise, or cease advertising, we may contact you subsequently with details of our next issue, upcoming events or offers. If this is the case we will seek your specific permission to do this. If this is withheld, we will delete or retain your information in accordance with the principles below.

### Information retention/deletion policy

Your information is held on a secure, Cloud based system, only accessible by multiple level passwords. Any paper information that is held e.g. debtor listing or other credit information is held securely under lock and key.

Payment information – particularly credit card payment information – is shredded as soon as the payment has been successfully processed. If the customer has consented to their credit card information being held for the purpose of repeat payments, this is held securely under lock and key.

### The information that we hold is retained as follows:

- If you decide not to advertise and wish to have no further contact with us, your information will be retained for 1 year to make sure that your decision is recorded and your information not used inadvertently.
- If you cease advertising the related financial information will be held for 6 years in accordance with HMRC requirements.
- In case of a dispute the information will be held for 6 years so that future staff members are aware of any possible issues.
- The information on any supplier or distributor who is no longer used by the company will be deleted after 6 years.

The Village Emporium is published by:

### **Emporium Publications (Essex) Ltd**

Freshfields, Tiptree Road, Great Braxted Essex CM8 3EF.

01621 891241

info@emporiumessex.co.uk • www.emporiumessex.co.uk

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