

All our legal information

Please contact us if you require more details or clarification.

Summary

kdm communications limited is a registered ltd UK company.

Company registration number (CRN): **02134410**

VAT number: **608 6342 40**

kdm communications is a full service marketing agency specialising in the scientific, technical and medical sectors.

Invoice terms

All invoice terms are strictly 30 days. kdm communications reserves the right to add late payment and interest charges to the balance of any outstanding accounts.

VAT is charged where applicable.

Terms and conditions

kdm communications terms and conditions apply to all work undertaken, whether a signed contract or estimate is in place or not.

Privacy policy

This section sets out when and how we use personal information that you or others provide to us.

Who we are

We are kdm communications limited.

Our registered address is **Yew Tree House, Ground Floor, 10 Church Street, St Neots, Cambridgeshire, UK PE19 2BU**

How we use your data...

...when you become a kdm client

Contact information, including email, telephone (landline and mobile numbers) and business address, will be stored on our secure servers and used solely for the purpose of carrying out our contractual obligations. Sometimes we record telephone calls with our clients in order to share information relating to key projects with other colleagues; this is usually a briefing call. Recorded calls may also be used for training purposes. Client data may also be recorded in meeting notes and in our project tracking system for the sole purpose of carrying out our contractual obligations.

...if you are the colleague of one of our clients

Often our clients supply us with personal contact details (names, emails, phone numbers, addresses) of their colleagues who are also key contacts with whom we need to communicate in order to fulfil our contractual obligations. This data is only ever used for that purpose. Sometimes we record telephone calls with our clients and their colleagues in order to share information relating to key projects with other colleagues; this is usually a briefing call. Recorded calls may also be used for training purposes. Client colleague data may also be recorded in meeting notes and in our project tracking system for the sole purpose of carrying out our contractual obligations.

...if you are the customer of one of our clients

Often our clients supply us with personal contact details (names, emails, phone numbers, addresses) of their customers, which we use for the purpose of carrying out our contractual obligations. There is a legitimate business interest in our having and using this data, and our clients ensure that their customers know we are going to be in touch. Usually this is for the purpose of creating content (press releases, testimonials, etc.). It is the responsibility of the client to gain permission from their customer for kdm to contact them. The personal information about our client's customers is only ever used to fulfil our client contract. After the contract is fulfilled, data will be kept securely for a timely period as it may be necessary to refer back to it at a later date. If, at any time, we are requested to destroy this information, we will. Sometimes we record telephone calls with our clients and our clients' customers in order to fulfil our contractual obligations. This information is occasionally shared with third party services with whom we have confidentiality agreements in place. Recorded calls may also be used for training purposes. Client customer data may also be recorded in meeting notes and in our project tracking system for the sole purpose of carrying out our contractual obligations.

...if you are a named press contact of one of our clients

Often our clients supply us with a named press contact, including name, email, phone numbers and address. This could be someone employed internally by that client, or it could be a third party contact (e.g. another PR agency). It is the responsibility of our client to ensure that any named individual for press purposes has given their consent for their name to be in the public domain. In order to fulfil press distribution services, kdm will distribute press releases and press information on behalf of our clients with details of how those named persons can be contacted by interested media or parties for more information. Client press contact data may also be recorded in meeting notes and in our project tracking system for the sole purpose of carrying out our contractual obligations.

...if you are the supplier of one of our clients

Often our clients will provide kdm communications with the personal contact details (names, emails, phone numbers, addresses) of their suppliers with whom we need to liaise in order to complete our contractual obligations. After the contract is fulfilled, data will be kept securely for a timely period as it may be necessary to refer back to it at a later date. If, at any time, we are requested to destroy this information, we will. Sometimes we record telephone calls with our clients and their suppliers in order to share information relating to key projects with other colleagues; this is usually a briefing call.

Recorded calls may also be used for training purposes. Client supplier data may also be recorded in meeting notes and in our project tracking system for the sole purpose of carrying out our contractual obligations.

...when you contact us via the kdm communications website

When you email or message us from the kdm website, we will rely on your consent to handle your personal information (name, contact details and the other details you provide to us) in order to provide the information you have asked us for. We will keep personal information, such as email, telephone number and business address, as you will have shown a legitimate business interest in our company. We may also keep you up to date with relevant information about our services by post from time to time. If at any point you request us to delete your information, we will.

...if you have signed up for our newsletter or blog

If you have opted in to receiving marketing communications from us, we will use your name and email address to provide you with marketing communications in line with any preferences you have told us about. When we send you marketing emails, we rely on your consent to contact you for marketing purposes. Every email we send to you for marketing purposes will also contain instructions on how to unsubscribe from receiving them. You are not under any obligation to provide us with your personal data for marketing purposes. You can tell us that you do not want your personal information to be processed in this way at any time by contacting us at ideas@kdm-communications.com or, where relevant, by following the unsubscribe link shown in every marketing communication you receive from us.

...where you have spoken to us at an event

When you speak to us at an event, we will collect the following information from you: name, address, email address, postal business address and phone number.

We collect this information so that we can keep you up to date with our services and pursue business opportunities with you because you have shown a legitimate interest in the services we offer. We never pass personal information on to third parties. In any communications, we will always give you the opportunity to opt out from further communications with us.

...where we have obtained your personal information from a third party

We sometimes obtain your personal information (name, email, telephone, address) from a third party provider where you have consented to them passing on your details to us and we believe our marketing services are relevant to you. We collect your information in this way because we have a legitimate interest to promote the success of the business.

...if you are a supplier to kdm communications

We will retain your personal information (name, email, telephone, address) in order to request your products and services. This data will be saved on our secure servers and may be recorded in meeting notes and in our project tracking system.

...if you are a media or press contact

kdm communications is regularly in contact with journalists and relevant online and print press and media contacts on behalf of its clients.

kdm communications collects personal data about journalists and media contacts directly from journalists, publicly available sources or via third party suppliers of this kind of information, such as Agility PR solutions. We collect and use journalists' and media contacts' personal data as permitted by law for the legitimate interests of providing our products and services. This includes media monitoring and press release or article targeting. We only process journalists' personal data that is relevant to the products and services that we provide to our clients.

kdm communications uses journalists' personal data to identify relevant journalists with whom to maintain a dialogue and manage our clients' reputation through dissemination of their company news, product launches, announcements and industry relevant content, article and social media analysis.

We store this press and media information (publication or website name, key contact details for editorial and media purposes including name, email and telephone) on a secure internal database with restricted access. It may also be stored in meeting notes and in our project tracking system. We never share this data with third parties, and we will only ever send you or contact you about press information that we believe is relevant to you. We will always give our press and media contacts the opportunity to update and/or opt out of receiving this data. Contact us at ideas@kdm-communications.com

...if our business is sold

If we sell or buy any business or assets, or if we attempt to, we will provide your personal information to the seller or buyer (but only to the extent we need to, and always in accordance with data protection legislation); or if kdm communications or the majority of its assets are acquired by somebody else, in which case the personal information held by kdm communications will be transferred to the buyer.

We process your personal information for this purpose because we have a legitimate interest to ensure our business can be continued by the buyer. If you object to our use of your personal information in this way, the relevant seller or buyer of our business may not be able to provide services to you.

In some circumstances, we may also need to share your personal information if we are under a duty to disclose or share it to comply with a legal obligation.

...when you apply for a job with us

We will collect and handle the data you provide to us on your application and/or CV on the basis of your consent. This information may include sensitive or special categories of personal data, such as your race, ethnic origin or information about your health.

Where you have provided employment references to us as part of your application, we will contact those referees and ask them to provide a reference about you. As part of this process, we will disclose your name and the fact that you have applied to work with us to your referees. We also use the information you have provided to us when applying for jobs to make sure we are attracting a diverse range of applicants.

You can withdraw your consent by contacting us at ideas@kdm-communications.com, but if you choose to withdraw your consent, we will be unable to process your job application any further.

...when you are an employee of kdm communications

kdm communications will provide you with our internal privacy policy documentation as part of your induction process.

What about cookies?

We do not use trackable cookies from our website. www.kdm-communications.com is an information portal describing our services.

Where do we store your data?

We store personal information at our secure business premises based in the UK. If at any time you want us to erase your personal information, you can do so by emailing 'erase' to ideas@kdm-communications.com

How long do we retain your data for?

We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, contractual, accounting or legal requirements.

To determine the appropriate retention period for the personal information we hold, we consider the amount, nature and sensitivity of the personal information, the risk of harm from unauthorised use or disclosure of your personal information, the reasons why we handle your personal information and whether we can achieve those purposes through other means, and the applicable legal requirements.

If you require further information about our specific retention periods, please contact us at ideas@kdm-communications.com

What is your right to object under data protection laws?

You have the right to object to us handling your personal information when:

We are handling your personal information based on our legitimate interests. If you ask us to stop handling your personal information in this way, we will stop unless we can show you that we have compelling grounds as to why our use of your personal information should continue. For marketing purposes, if you ask us to stop handling your personal information on this basis, we will stop.

What are your other rights under data protection laws?

You have various rights under the data protection laws, which you can exercise by contacting us. The easiest way to do this is by email at ideas@kdm-communications.com

Right of access

You are entitled to receive confirmation as to whether your personal information is being processed by us, as well as various other information relating to our use of your personal information. You also have the right to access your personal information which we are handling.

Right to rectification

You have the right to require us to rectify any inaccurate personal information we hold about you. You also have the right to have incomplete personal information we hold about you completed, by providing a supplementary statement to us.

Right to restriction

You can restrict our processing of your personal information where:

- You think we hold inaccurate personal information about you;
- Our handling of your personal information breaks the law, but you do not want us to delete it;
- We no longer need to process your personal information, but you want us to keep it for legal reasons;
- Where we are handling your personal information because we have a legitimate interest (as described in the “How do we use your data” section above and are in the process of objecting to this use of your personal information.

Where you exercise your right to restrict us from using your personal information, we will then only process your personal information when you agree, except for storage purposes and to handle legal claims.

Right to data portability

You have the right to receive the personal information we hold about you in a structured, standard machine-readable format and to send this to another organisation controlling your personal information.

Right to erasure

You have the right to require us to erase your personal information which we are handling in the following circumstances:

- Where we no longer need to use your personal information for the reasons we told you we collected it for;
- Where we needed your consent to use your personal information and you have withdrawn your consent;
- When you object to our use of your personal information and we have no compelling reason to carry on handling your personal information;
- If our handling of your personal information has broken the law;
- When we must erase your personal information to comply with a law we are subject to.

Right to complain

You have the right to lodge a complaint with the Information Commissioner's Office, the supervisory authority for data protection issues in England and Wales.

What about websites we link to?

Our site may, from time to time, contain links to and from the websites of our partner networks and affiliates. Our site connects you to different websites. If you follow a link to any of these websites or use our services, please note that you have left our site and these websites have their own privacy policies. We do not accept any responsibility or liability for these policies or websites. Please check their policies before you submit any personal information to these websites.

When will we change our privacy policy?

Any changes we make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by email or post. Please check back frequently to see any updates or changes to our privacy policy.

How do you contact us with feedback?

Questions, comments and requests regarding this privacy policy are welcome and should be addressed to ideas@kdm-communications.com

This privacy policy was last updated on **24th May 2018**.