



MAILBIRD MEDIASCENE
MULTI-CHANNEL DIRECT MARKETING

Privacy Notice – Enquiries and Newsletter Signup

This privacy notice tells you about the information we collect from you when you make an enquiry and/or sign up to receive our e-newsletter via our website. In collecting this information, we are acting as a data controller and, by law, we are required to provide you with information about us, about why and how we use your data, and about the rights you have over your data.

Who are we?

We are Mailbird Organisation Lt and Mediascene Limited. Our correspondence address is Units A-D Bowen Business Park, Aberbargoed, Bargoed CF81 9AB. You can contact us by post at the above address, by email at dataprotection@mediascene.co.uk or by telephone on +44 (0)1443 828 800.

We are not required to have a data protection officer, so any enquiries about our use of your personal data should be addressed to the contact details above.

What personal data do we collect?

When you enquire and/or subscribe to our newsletter, we ask you for your name, company, telephone number and your email address.

Why do we collect this information?

Enquiries

Primarily, we will use your information to respond to your enquiry. By submitting your enquiry to us, you thereby consent to us using your information for the purposes of responding to your enquiry.

Newsletter

We will use your information to send you our newsletter (if you have subscribed to it), which contains information about our products and occasionally includes special offers.

We ask for your consent to do this, and we will only send you our newsletter for as long as you continue to consent.

What do we do with your information?

Your information is stored in our database, which is located within a UK data centre and is not shared with any third parties. It is not sent outside of the UK. We will not use the information to make any automated decisions that might affect you.

How long do we keep your information for?

For e-newsletters, your information is kept for as long as you continue to consent to receive our newsletter.

If you have made an enquiry and go on to become a client of ours, your information will be kept for as long as you remain a client, and for a period of 3 years thereafter.

Your rights over your information

By law, you can ask us what information we hold about you, and you can ask us to correct it if it is inaccurate.

You can also ask for it to be erased and you can ask for us to give you a copy of the information.

You can also ask us to stop using your information – the simplest way to do this is to withdraw your consent, which you can do at any time, either by clicking the unsubscribe link at the end of any newsletter, or by emailing, writing or telephoning us using the contact details above.

Your right to complain

If you have a complaint about our use of your information, you can contact the Information Commissioner's Office via their website at www.ico.org/concerns or write to them at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF