



Charles Whalley Advertising Ltd.,  
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## Data Privacy Notice

At Charles Whalley Advertising Limited we understand that we have a responsibility to protect your personal data. The purpose of this notice is to outline what data we may collect, the reason we collect it, how it is used and your rights regarding the data.

### How we obtain the data

As a customer of Charles Whalley Advertising Limited, you or your company may provide us with the information we need to provide the necessary support for processing your marketing requirements. This may be received via telephone and email.

### What data we collect and hold

We may collect and hold any of the following data relating to our customers:-

- Contact information (name, postal address, email, telephone)
- Billing history such as invoices and statements
- VAT numbers

### How the data is used

The purpose of holding the data is to allow us to fulfil our commitments to provide marketing services to you or your company. We will only hold the minimum data required to perform those services. Billing information is used and held in order to perform billing and account management.

We will not share the data with any third party without your express consent or request. We do not sell or pass on your data for the purposes of marketing. The data is held in a secure manner within AccountEdge (our accounts programme) using encryption and password protection.

### How long we keep the data

We will continue to hold the data while there is an on-going business relationship. In the event that a contract is terminated and the relationship ended, we will delete all information except where legally obliged to retain it for a set number of years, such as accounting information.

### Data Breach Procedures

In the unlikely event that data breach occurs, we will fulfil our legal obligations, inform the ICO if appropriate and those effected in a timely manner and investigate/remedy the cause of the breach immediately.

### Your Rights

You may request the deletion of your data at any time (this may exclude data which we are legally obliged to hold). Please bare in mind that if you request this while we are still providing services to you or your company, then this may render us unable to provide those services.

You may also request to view and update the information we hold about you.

Requests for deletion, view or editing of information should be emailed to [charles@cwa-ltd.co.uk](mailto:charles@cwa-ltd.co.uk)

### Review

This notice will be under regular review and may be subject to change. We will notify you if it changes.