



Privacy Policy

Introduction

This document provides guidelines and establishes procedures around the collection, use, transfer and storage of individuals data collected by netMAGmedia during its normal trading operations.

Why this policy exists

This policy exists to ensure the company complies with its data privacy obligations under the General Data Protection Regulation which came into force on 25th May 2018. netMAGmedia is committed to the highest standard of data privacy and we will only use your information for clearly described purposes in line with your data protection rights - this policy sets out the parameters with which data is held and used.

About us

We provide media and advertising services through printed and digital magazines, websites, emails, social media and/or mobile device applications within the construction, self build and architectural sectors.

Brands and Publications covered by this policy

The following netMAGmedia Limited publications and brands are covered by this policy in the UK:

- Architects Datafile (ADF)
- Selfbuilder and Homemaker
- Housebuilder & Developer
- Materials for Architecture
- Housing Management and Maintenance
- Building Construction Design
- Building Projects

netMAGmedia is responsible for, and is the Data Controller of your personal information that it receives through the following services:

- www.architectsdatafile.co.uk
- www.buildingconstructiondesign.co.uk
- www.building-projects.co.uk
- www.hbdonline.co.uk
- www.housingmmonline.co.uk
- www.sbhonline.co.uk
- www.materialsforarchitecture.co.uk

- www.materialsforarchitecture.com
- www.industryupdates.co.uk
- www.netmagmedia.co.uk
- www.netmagmedia.uk

This policy will apply to all future brands introduced by the company.

How do we collect your personal information

We may collect your personal data from a number of sources:

- Via our website or via our customer telephone number, if you contact us directly to request information about our products and services.
- If you subscribe to our publications and services.
- If you buy a product or service directly from us
- If you reply to our direct marketing campaigns
- If you interact with our products and services at a trade show hosted either by netMAGmedia, netMAGevents Ltd or a third party organiser.
- If we acquired your personal data from another source with your permission

If you give information to us on behalf of someone else, it is your responsibility to ensure they have been provided with this Privacy Policy before doing so.

If you are under 16 years old please do not provide us with any of your information unless you have the permission of your parent or guardian to do so.

Please help us to keep your information up to date by informing us of any changes to your contact details and/or preferences. You may change or review your preferences at any time.

What information may be collected about you

The following types of personal information about you that may be collected include but are not limited to:

- Personal information: for example, name, home and/or business address, phone number, email address, job title, employment details.
- Information you provide us with about your interests for example the type of publications and services you are interested in.
- How you use our website and whether you open or forward our communications, including (if applicable) information collected through cookies and other tracking technologies
- Sales and Services Information relating to purchases and services, including complaints and claims
- Information about transactions, requests for credit and non-payment of debts with us and third parties and credit ratings from credit reference agencies
- Fraud, offences, suspicious transactions, politically exposed person and sanctions lists where your details are included

How your personal information may be used

Use of personal information under EU data protection laws must be justified under one of a number of legal grounds and we are required to set out the grounds in respect of each use in this policy.

The main uses of your information are:

- Customer Support, Sales and Marketing
- To respond to enquiries, process your sale and to bring you relevant information via our marketing efforts
- We use your personal data for customer care and for personalised communication of our products and service information, where necessary with your consent.
- In order to ensure that you receive relevant and personalised communications, we will use your data to create an individual customer profile and we may share your personal data between netMAGmedia publications and services only.

Quality Assurance, Research and Development

- To improve our products and services
- We may use any of the information that we receive for product and service quality assurance and development purposes. Before any such use is undertaken your information will be de-personalised so it cannot be directly linked back to you. In other words, you will be made anonymous during the process.

Compliance with legal requests for your information

- To comply with our legal obligations to law enforcement, regulators and the court service
- We may be legally required to provide your information to law enforcement agencies, regulators and courts and third party litigants in connection with proceedings or investigations anywhere in the world. Where permitted, we will direct any such request to you or notify you before responding unless to do so would prejudice the prevention or detection of a crime.

Legal grounds for processing of your personal information

The use of your information set out above is permitted under EU data protection law on the basis of the following

- Where necessary to enter into or perform our contract with you
- Where we need to use it to comply with our legal obligations
- Where we use it to achieve a legitimate interest and our reasons for using it outweigh any prejudice to your data protection rights (our legitimate interests include promoting our business and tailoring news and offers to your profile, research and development of media and advertising related products and services, assessing your credit-worthiness, detecting fraud and criminal activities)
- Where necessary for us to defend, prosecute or make a claim against you, us or a third party
- There may be uses that are permitted on the basis of other grounds; where this is the case, we will use reasonable endeavours to identify the ground and communicate it to you as soon as possible, after becoming aware of the new basis.

Transfer of data to third parties

Personal information, which we collected, may be transferred to third parties on your behalf for the fulfilment of our contracted services.

The types of third parties apart from netMAGmedia Ltd and services already stated may include but are not limited to:

- Marketing agencies who run and manage marketing campaigns on our behalf.
- Event companies who run and manage sponsored events on our behalf.
- Dedicated printing company who print, package and post out our magazines.

- Independent auditors and professional advisers where applicable.

Links

We may from time to time establish links to the websites of other netMAGmedia companies from our digital services. Your use of those websites is subject to the terms of use and policies available on those websites.

From time to time we may also establish relationships with third parties that will enable you to access their websites or applications (such as video players) of such third parties directly from our digital services. Each third party operates its own policy regarding the processing of personal information and the use of cookies on its website(s) or through its applications and you are advised to read the third party's privacy policy and cookies policy.

Please note that such third party websites and applications are not under our control. When you click through to these websites or access these applications you leave the area controlled by us. We do not accept responsibility or liability for any issues arising in connection with the third party's use of your data (including your personal information).

How we keep your personal information safe

We use a variety of security measures, including encryption and authentication tools, to protect and maintain security, integrity and availability of your information.

Although data transmission over the internet or website cannot be guaranteed to be secure, we and our business partners work hard to maintain physical, electronic and procedural safeguards to protect your information in accordance with applicable data protection requirements. Our main security measures are:

- Tightly restricted personal access to your data.
- Transfer of collected data only in encrypted form
- Highly confidential data stored only in encrypted form – e.g. credit card information
- Firewalled IT systems to prohibit unauthorised access e.g. from hackers
- Permanently monitored access to IT systems to detect and stop misuse of personal data

If you have a personal password, which enables you to access certain parts of our websites or any other portal, application or service we operate, do not forget your responsibility for keeping this password confidential. We ask you not to share your username, password and contact information with anyone.

How long we keep your personal information for

We retain your information only as long as is necessary for the purpose for which we obtain them and any other permitted linked purposes.

If information is used for more than one purposes we will retain it until the purpose with the latest period expires; but we will stop using it for the purpose with a shorter period once that period expires.

We restrict access to your information to only those persons who need to use it for the relevant purpose.

Our retention periods are based on business needs and your information that is no longer needed is either irreversibly anonymised or destroyed securely.

Use For Marketing

We retain your personal information for as long as necessary, but only for the relevant purpose that we collected it for. You retain the right to remove this consent at any point.

Use to Perform a Contract

In relation to your information used to perform any contractual obligation with you we may retain that data whilst the contract remains in force plus one year to deal with any queries or claims thereafter.

Data Privacy Officer Contact Details

If you have questions in relation to our use of your personal information you should contact the compliance department at netMAGmedia Ltd:

Email : compliance@netmagmedia.co.uk

Telephone: 01435 863500

Changes to this Privacy Policy

We may modify or update this privacy policy from time to time as required. An up to date copy of our privacy policy will be available online at all times.

Where changes to this privacy policy will have fundamental impact on the nature of the processing or otherwise have a substantial impact on you, we will give you sufficient advance notice so that you have the opportunity to exercise any rights you may have under local law (e.g. to object to the processing).

Contacting netMAGmedia Ltd about this privacy policy and making changes to your privacy preferences

If you have any questions in relation to our use of your information and this privacy policy, you should first contact netMAGmedia Ltd in one of the following ways:

- Call us on 01453 863 500
- Send us an email compliance@netmagmedia.co.uk
- Or write to us at:

netMAGmedia Ltd
Cointronic House
Station Road
Heathfield
TN21 8DF

Information requests

Under certain conditions you have the right to require us to:

- Provide you with further detail on the use we make of your information
- Provide you with a copy of your information
- Update any inaccuracies in the information we hold about you
- Delete any information about you that we no longer have a lawful ground to use
- Remove you from any direct marketing lists when you object or withdraw your consent
- Restrict our use of your personal information
- Cease carrying out certain processing activities based on the legitimate interests ground unless our reasons for undertaking that processing outweigh any prejudice to your data protection rights

Your exercise of these rights is subject to certain exemptions to safeguard the public interest (e.g. the prevention or detection of crime), our interests (e.g. the maintenance of legal privilege) and the rights of third parties.

If you're dissatisfied with our use of your information or our response to any exercise of these rights you have the right to complain to your data protection authority, in the UK this is the Information Commissioner's Office – visit www.ico.org.uk for more information.