

Honest Communications Privacy Policy

The policy: This privacy policy notice is served by Honest Communications Limited under the website www.honestcommunications.co.uk

The purpose of this policy is to explain to you how we control, process, handle and protect your personal information through the business and while you browse or use this website, including any data you have provided to the company.

If you do not agree to the following policy you may wish to cease viewing / using this website, and or refrain from submitting your personal data to us.

Website sign up

By submitting your contact details via the Honest Communications website you are opting to receive future communications from the company. If at any point you wish to unsubscribe please follow the appropriate link or simply email hello@honestcommunications.co.uk with the subject "unsubscribe".

Policy key definitions:

- "I", "our", "us", or "we" refer to the business, Honest Communications
- "you", "the user" refer to the person(s) using this website
- GDPR means General Data Protection Act
- PECR means Privacy & Electronic Communications Regulation
- ICO means Information Commissioner's Office
- Cookies mean small files stored on a users' computer or device.

Key principles of GDPR:

Our privacy policy embodies the following key principles; (a) Lawfulness, fairness and transparency, (b) Purpose limitation, (c) Data minimisation, (d) Accuracy, (e) Storage limitation, (f) Integrity and confidence, (g) Accountability.

Methods of data collection used by Honest Communications

- Subscribe to a product or service
- Consent to a third party for your data to be publicly identifiable
- Communicate directly with an employee of Honest Communications
- Request marketing information be sent to you, including product information and trials
- Enter a competition/survey/promotion
- Contact form or sign up via website
- Information from third parties, such as analytics providers

Processing of your personal data

Under the GDPR (General Data Protection Regulation) any data collected via the website is controlled and / or processed lawfully. We do not share your information with third parties without your permission. We have a requirement to share your data with our clients to allow us to fulfil our business purposes. For example, journalists, clients and competition winners to arrange product deliveries.

If, as determined by us, the lawful basis upon which we process your personal information changes, we will notify you about the change and any new lawful basis to be used if required. We shall stop processing your personal information if the lawful basis used is no longer relevant. Please notify us if your personal data changes to ensure the data that will hold is accurate.

Data is used for the following legally in line with the legitimate interests of our business (and our clients). You have the right to withdraw consent to marketing at any time by contacting us.

Your individual rights

Under the GDPR your rights are as follows. You can read more about [your rights in details here](#);

- the right to be informed;
- the right of access;
- the right to rectification;
- the right to erasure;
- the right to restrict processing;
- the right to data portability;
- the right to object; and
- the right not to be subject to automated decision-making including profiling.

You also have the right to complain to the ICO if you feel there is a problem with the way we are handling your data.

We handle subject access requests in accordance with the GDPR.

Internet cookies

We use cookies on this website to provide you with a better user experience. We do this by placing a small text file on your device / computer hard drive to track how you use the website, to record or log whether you have seen particular messages that we display, to keep you logged into the website where applicable, to display relevant adverts or content, referred you to a third party website.

Some cookies are required to enjoy and use the full functionality of this website.

We use a cookie control system which allows you to accept the use of cookies, and control which cookies are saved to your device / computer. Some cookies will be saved for specific time periods, where others may last indefinitely. Your web browser should provide you

with the controls to manage and delete cookies from your device, please see your web browser options.

Cookies that we use include;

- __cfduid
- crumb
- test
- _ga
- _gat
- _gid
- collect
- p.gif
- ss_cvvisit
- _ab12#
- _hssrc
- _ptq.gif
- _fbp
- fr
- hubspotutk
- ss_cid
- ss_cpvisit
- ss_cvr
- ss_cvt
- tr
- squarespace-likes

Data security and protection

We ensure the security of any personal information we hold by using secure data storage technologies and precise procedures in how we store, access and manage that information. Our methods meet the GDPR compliance requirement.

Sponsored links, affiliate tracking & commissions

Our website may contain adverts, sponsored and affiliate links on some pages. These are typically served through our advertising partners; Google AdSense, eBay Partner Network, Amazon Affiliates, or are self served through our own means. We only use trusted advertising partners who each have high standards of user privacy and security. However we do not control the actual adverts seen / displayed by our advertising partners. Our ad partners may collect data and use cookies for ad personalisation and measurement. Where ad preferences are requested as 'non-personalised' cookies may still be used for frequency capping, aggregated ad reporting and to combat fraud and abuse.

Clickable sponsored or affiliate links may be displayed as a website URL like this; www.kingstrains.co.uk or as a titled text link like this: [Used Model Trains](#).

Clicking on any adverts, sponsored or affiliate links may track your actions by using a cookie saved to your device. You can read more about cookies on this website above. Your actions are usually recorded as a referral from our website by this cookie. In most cases we may earn a very small commission from the advertiser or advertising partner, at no cost to you, whether you make a purchase on their website or not.

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We may use advertising partners in these ways to help generate an income from the website, which allows us to continue our work and provide you with the best overall experience and valued information.

If you have any concerns about this we suggest you do not click on any adverts, sponsored or affiliate links found throughout the website.

Email marketing messages & subscription

Under the GDPR we use the consent lawful basis for anyone subscribing to our newsletter or marketing mailing list. We only collect certain data about you, as detailed in the "Processing of your personal data" above. Any email marketing messages we send may be done so through an EMS, email marketing service provider. An EMS is a third party service provider of software / applications that allows marketers to send out email marketing campaigns to a list of users.

Email marketing messages that we send may contain tracking beacons / tracked clickable links or similar server technologies in order to track subscriber activity within email marketing messages. Where used, such marketing messages may record a range of data such as; times, dates, I.P addresses, opens, clicks, forwards, geographic and demographic data. Such data, within its limitations will show the activity each subscriber made for that email campaign.

Any email marketing messages we send are in accordance with the GDPR and the PECR. We provide you with an easy method to withdraw your consent (unsubscribe) or manage your preferences / the information we hold about you at any time. See any marketing messages for instructions on how to unsubscribe or manage your preferences, you can also [unsubscribe from all lists](#) otherwise contact the EMS provider.

We gather information such as:

- Name
- Email address
- Address
- Message
- Subscription/contact time & date

This may also include your I.P. address or the technical data (your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on your devices).

Third party websites

Our website may include links to third-party websites, plug-ins and applications. By clicking on any links on our website you may allow third parties to collect or share data about you. Honest Communications is not responsible for their privacy statements. When you leave this website, you are encouraged you to read the privacy notice of every website you visit.

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If you have any questions please email holly@honestcommunications.co.uk

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Honest Communications Limited, registered company number: 11897673