

Privacy Policy

At Spring & Tonic PR we're committed to protecting and respecting your privacy. This page explains when and why we collect personal information about people we communicate with including those who visit our website, how we use it, the conditions under which we may disclose it to others and how we keep it secure.

We may change this Policy from time to time so please check this page occasionally to ensure that you're happy with any changes. By using our website, you're agreeing to this Policy.

Any questions regarding this and our privacy practices should be sent by email to

emily@tonicpr.com / jess@springpr.co.uk

Who are we?

Spring & Tonic PR is a PR consultancy which specialises in food & drink. The company is made up of Spring PR, registered at: 88A Taybridge Road, SW11 5PZ (company no. 09382935) and Tonic PR, registered at: 59 Marten Road, E17 4NL (company no. 09117282).

What information do we collect?

We are only interested in communicating with people and organisations with whom we share a mutual interest. To share information we feel is of mutually beneficial interest we therefore collect the minimum data necessary to make the sharing of information possible. The personal information we collect might include your name, address, email address, IP address, telephone number, mobile number and information regarding what pages are accessed.

How do we collect the information?

We obtain information about you for example when you use our website, when you contact us about products and clients (verbally or electronically), or when you ask us to talk to you about the work we do. You may have also connected with us via social media channels. We may have found your contact details using business and company websites, email signatures, from subscription media databases like Gorkana, your social media pages and through recommendations from other colleagues, agents, partners, employees, associates and industry contacts.

How is your information used?

We may use your information to:

- carry out our day to day obligations arising from any contracts entered into by you and us

- approach you verbally or electronically with relevant and interesting opportunities, content and collaborations as well as keeping you updated on Spring & Tonic PR news and to send you samples of the brands we work with
- enable us to contact you effectively and engage you in an open dialogue about our clients, work and opportunities
- maintain client relations and client services
- seek your views or comments on the services we provide
- notify you of changes to our services
- send you communications which you have requested and that may be of interest to you. These may include information about campaigns, activity, events, promotion of our clients
- understand who is visiting the website and what content is most appealing to visitors

We will hold your personal information on our systems: for as long as is necessary for the relevant activity, as long as is set out in any relevant contract you hold with us or for a maximum number of 12 months whichever is most applicable...

Who will it be shared with?

- We will not sell or rent your information to third parties.
- We will not share your information with third parties for marketing purposes.
- We will not disclose your personal details unless you have requested us to do so, or we are required to do so by law, for example, by a court order or for the purposes of prevention of fraud or other crime

Your choices

You have a choice about whether or not you wish to receive information from us. If you do not want to receive direct marketing communications from us about the work we do and the products and services we offer, then you can:

- email us at emily@tonicpr.com / jess@springpr.co.uk and ask us to remove your data from the system,
- respond to the last communication you received from us and request to be removed,

We will not contact you for marketing purposes by email or phone unless you have given your prior consent. We will not contact you for marketing purposes by post if you have indicated that you do not wish to be contacted. You can change your marketing preferences at any time by contacting us by email: emily@tonicpr.com / jess@springpr.co.uk or tel: 07989 431 242

How you can access and update your information

The accuracy of your information is important to us. We're working on ways to make it easier for you to review and correct the information that we hold about you. In the meantime, if you change email address, or any of the other information we hold is inaccurate or out of date, please email us at emily@tonicpr.com / jess@springpr.co.uk

You also have the right to complain to the national data protection authority, which is the Information Commissioner's Office (ICO) in the UK, but we would hope that you raised any concerns with us first so we have the opportunity to resolve it satisfactorily.

Use of 'cookies'

Like many other websites, Spring&TonicPR's website uses 'cookies'. Cookies are text files that are sent by our website to your computer and stored on your hard drive to allow our website to recognise you when you visit again. Cookies collect statistical data about your browsing actions and patterns and do not identify you as an individual. The information is used internally by our marketing team to help us improve the quality of the website content. For example, we use cookies to identify the pages on our website that are proving popular and those which are not. Cookies are collected automatically but it is possible to switch off cookies by setting your browser preferences, usually by visiting the 'privacy and security' settings on your browser.. Turning cookies off may result in a loss of functionality when using our website.

Links to other websites

Our website may contain links to other websites run by other organisations. This privacy policy applies only to our website, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other sites even if you access them using links from our website.

In addition, if you linked to our website from a third party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third party site and recommend that you check the policy of that third party site.

Transferring your information outside of Europe

As part of the services offered to you through this website, the information which you provide to us may be transferred to countries outside the European Union ("EU"). By way of example, this may happen if any of our servers are from time to time located in a country outside of the EU. These countries may not have similar data protection laws to the UK. By submitting your personal data, you're agreeing to this transfer, storing or processing. If we transfer your

information outside of the EU in this way, we will take steps to ensure that appropriate security measures are taken with the aim of ensuring that your privacy rights continue to be protected as outlined in this Policy.

If you use our services while you are outside the EU, your information may be transferred outside the EU in order to provide you with those services.

Review of this Policy

We review this policy on a regular basis and in response to any changes in the law. This Policy was last updated in June 2018.