

Privacy Policy

Morton Waters Communications Ltd is a Marketing Communications agency, specialising in the B2B sector. We help our clients to achieve their business goals through targeted and purposeful communications activities.

At Morton Waters, we are committed to protecting and respecting your personal data and being transparent about what we do with it, no matter how you interact with us.

This privacy statement describes why and how we collect and use personal data and provides information about what rights you have. All data captured will be used and held in accordance with the General Data Protection Regulation (GDPR).

If you have any questions about this privacy policy or about any personal data we may hold about you, please contact us on michelle@mortonwaters.com.

Personal data we collect

Clients: Our policy is to collect only the personal data necessary for agreed purposes and we ask our clients to only share personal data where it is strictly needed for those purposes. We process personal data in order to run our business including: managing our relationship with clients, developing our services, maintaining and using IT systems, hosting and facilitating the hosting of events, administering and managing our website and applications. Unless we are asked not to, we use client business contact details to provide information that we think will be of interest about Morton Waters and our services.

Visitors to our website: Our website uses cookies. By using our website and agreeing to this policy, you consent to our use of cookies in accordance with the terms of our cookies policy. We receive personal data, such as name, company name, email address and telephone numbers when visitors to our website explicitly submit information when signing up to our newsletter.

Business Contacts: We process personal data for existing business contacts and prospective Morton Waters clients, with data of legitimate interest (sender name, recipient name, email address, date and time) stored from Morton Waters emails in Microsoft Office 365.

Suppliers: We process personal data in relation to our suppliers and their staff as necessary in the provision of services. Where a supplier is helping us to deliver professional services to our clients, we process personal data about the individuals involved in providing the services in order to administer and manage our relationship with the supplier and the relevant individuals and to provide such services to our clients.

Job Applicants: All the information you provide during the application process will only be used for the purpose of progressing your application or to fulfil legal or regulatory requirements as necessary. The information you provide will be held securely by us and/or our data processors whether the information is electronic or physical format.

Unless required to do so by law, we will never share any information you provide with any third parties for marketing purposes.

When you indirectly give us information

When you interact with us on social media platforms such as Facebook, WhatsApp, Twitter or LinkedIn we may also obtain some personal information about you. The information we receive will depend on the privacy preferences you have set on each platform and the privacy policies of each platform. To change your settings on these platforms, please refer to their privacy notices.

Using your personal data for marketing

The lawful basis we use for this processing is 'Legitimate Interest' for 'direct marketing'. This is covered in the GDPR. The ICO recommend that companies using this basis conduct a 'Legitimate Interests Assessment' (LIA), and we have done this. For example, if we have held business discussions with you in the past, it would be reasonable to assume you may have an interest in our services, so we may contact you with information relating to our services. You have the right to withdraw consent at any time by contacting michelle@mortonwaters.com with the subject heading OPT OUT and a brief message. Our newsletters also contain an unsubscribe link at the bottom, which you can click on at any point to unsubscribe from future issues.

Third party Data Processors and software

We use the following third party platforms to process, manage and/or store personal data. Privacy Policies for each abide by the new General Data Protection Regulation (GDPR) therefore ensure security of personal data. Software brand names have been omitted for security reasons.

Cloud-based email and word processing tools: We use industry standard office-based applications and systems to conduct our day-to-day business activities. All data is encrypted and password protected. We actively monitor for potential security threats and data breaches in real time.

Email marketing platform: We use this to enable people interested in our services or products to subscribe and unsubscribe to email marketing lists through sign-up forms.

Accounting platform: We use this to manage our financial operations and store personal information about our clients' contacts of legitimate interest.

Security of your personal data

We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.

We will store all the personal information you provide on secure (password and firewall protected) servers. All electronic transactions you make to or receive from us will be encrypted using SSL/TLS technology. Unencrypted data transmission over the internet is inherently insecure, for example email, and as such we cannot guarantee the security of data sent via email or other insecure methods.

We actively monitor any emails sent to us, including file attachments for any malicious software or viruses.

Disclosure

We may disclose information about you to any of our employees, officers, agents, suppliers or subcontractors insofar as reasonably necessary for the purposes as set out in this privacy policy.

In addition, we may disclose your personal information:

- to the extent that we are required to do so by law;
- in connection with any legal proceedings or prospective legal proceedings;
- in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk);

- to the purchaser (or prospective purchaser) of any business or asset which we are (or are contemplating) selling;
- to any person who we reasonably believe may apply to a court or other competent authority for disclosure of that personal information where, in our reasonable opinion, such court or authority would be reasonably likely to order disclosure of that personal information.

Your rights

Individuals have certain rights over their personal data and data controllers are responsible for fulfilling these rights:

- 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
- Rights in relation to automated decision making and profiling

You may exercise any of your rights in relation to your personal data by written notice to Morton Waters Communications Ltd., Pine Grove Enterprise Centre, Pine Grove, Crowborough, East Sussex, England, TN6 1DH.

For further information on your rights please refer to the [ICO website](#).

Retaining and deleting personal data

Our data retention policies and procedures are designed to help ensure we comply with our legal obligations in relation to the retention and deletion of personal data. Personal data that we process for any purpose or purposes shall not be kept for longer than is necessary for that purpose or purposes.

Changes

If your personal details change, please help us keeping your information up to date by notifying us at michelle@mortonwaters.com.

We may change our Privacy Policy from time to time, so please check back periodically to ensure you are happy with any changes to this policy. This policy was last updated in November 2020.

Our details

This website is owned by Morton Waters Communications Ltd. Our principal place of business is at: Pine Grove Enterprise Centre, Pine Grove, Crowborough, East Sussex, England, TN6 1DH.

You can contact us at any time:

1. by post to the address listed above
2. by email to michelle@mortonwaters.com