

PRIVACY POLICY

At Park Lane PR, we're committed to protecting and respecting your privacy. We will only use your personal information to administer your account and to provide the products and services you have requested from us.

We will never sell your data and we promise to keep your details safe and secure. We are registered with the ICO (www.ico.org.uk).

This policy explains when and why we collect data, and what we do with it once it's collected.

Who are we?

We're Park Lane Public Relations Ltd, a Public Relations & Marketing team based in Stratford-upon-Avon, Warwickshire. Park Lane PR is a registered company in England and Wales (Number 6905456). The registered address is Barclays Bank Chambers, Stratford-upon-Avon, CV37 6AH.

What data do we process?

Park Lane PR may be asked to process data, including but not limited to: names, addresses, email addresses and sensitive personal details. This will be received and processed from Clients to fulfil PR & marketing activities as required. While such data is being processed, it will be stored securely and not shared with any other party. Once data has been processed, it will be deleted and/or destroyed and never held by Park Lane PR for longer than the project requires.

Photography and Videography:

Photography and videography are services offered by Park Lane PR. Because of this, we put procedures in place to protect the photos and videos in the same way we protect other personal data.

Where Park Lane PR is taking photos or videos for Clients, the copyright remains the ownership of Park Lane PR unless otherwise agreed.

Park Lane PR takes all reasonable measures to ensure photo permissions have been obtained. Where permissions cannot be obtained – such as in street scenes – Park Lane PR will not identify any individuals by name. Individuals will only be named where express permission has been granted.

Photos will all be securely stored for a period of 10 years unless otherwise agreed. Photos can be accessed and destroyed on request.

Where photos and/or videos are supplied to Park Lane PR by its Clients for use and processing, the Client must have full consent before Park Lane PR receives the files. Park Lane PR will keep any supplied photos, videos and data on file for the duration of the project only.

Website & Cookie Policy:

Park Lane PR does not collect data via a subscriber opt-in or contact form on its website (www.parklanepr.co.uk) but we do use cookies on our website.

How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences. Park Lane PR may use cookies to track visitor numbers to this website and to identify which pages are being used. This helps us analyse data about webpage traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system. Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer.

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

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