

## PRIVACY AND COOKIES POLICY

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Morgan Agency is committed to safeguarding your personal information. We are legally obliged to use your information in line with the Data Protection Act 1998 and the General Data Protection Regulation (GDPR) May 2018. For the purposes of the Data Protection Act 1998 (the "Act") the data controller is **Morgan Agency Ltd, 2 Wellington Place, Leeds LS1 4AP**

This privacy and cookies policy, explains the following:

- > What information Morgan Agency may collect about you
- > How Morgan Agency will use information we collect about you
- > When Morgan Agency may use your details to contact you
- > Whether Morgan Agency will disclose your details to anyone else
- > The use of cookies on Morgan Agency's website.

Morgan Agency will comply with data protection law. This means that the personal information we hold about you must be:

- > Used lawfully, fairly and in a transparent way
- > Relevant and collected only for the purposes indicated
- > Accurate and kept up to date
- > Kept only as long as is necessary
- > Kept securely.

### HOW WE COLLECT PERSONAL DATA

We may collect information from you in the following ways:

- > Partnering with you to deliver a broad range of communication services including employee voice, employer brand, communicating strategy, tactical communications, managing change, digital and video and animation
- > Via our website [morganagency.co.uk/contact](http://morganagency.co.uk/contact) where you can find both the email and phone contact details to contact our team directly
- > When you provide your details by taking part in industry research carried out by or on behalf of us, which may be via social media, networking links or other digital channels
- > When you provide your details via a product or tool built by Morgan Agency, which requires you to give personal data. This may be via survey, social media, networking links or other digital channels.

Morgan Agency must have a legitimate basis for processing your personal data. This includes:

- > Where we need to comply with a legal obligation
- > Where we need to perform the contract we have entered into with you
- > For marketing purposes, in relation to our products and services
- > Where it is necessary for your legitimate interests and our legitimate interests (or those of a third party), and where your fundamental rights do not override those interests.

### WHAT INFORMATION WILL MORGAN AGENCY COLLECT ABOUT ME?

We may collect the following information:

- > Name and job title
- > Contact information including phone numbers and email addresses
- > Demographic information such as business addresses and postcodes
- > Other information relevant to our surveys and/or our products/services.

### HOW WILL MORGAN AGENCY USE THE INFORMATION IT COLLECTS ABOUT ME?

Morgan Agency will use your personal information for a number of purposes, including the following:

- > To understand your needs and provide you with a better service
- > To fulfil a contractual agreement that is in place
- > Internal record keeping
- > To improve our services
- > To send promotional emails about our services or other information which we think you may find interesting using the email addresses or contact information which you have provided.

**We do not sell or give your information to third parties.**

### WEBSITE PRIVACY NOTICE

By using our website you agree to the terms of this policy. Morgan Agency does not routinely store or collect any personal information about users. We do not have a contact form on our website but provide both email and phone details for you to approach us directly. If you do decide to contact us then this information is treated as confidential.

No part of our website stores or collects any identifiable information about site users.

### EXTERNAL SITES

We are not responsible for the content of any external websites that we link to. Any links from our website to others, does not necessarily imply endorsement by Morgan Agency. Morgan Agency is not responsible for the privacy practices of other websites. Currently we link to our social media profiles on Twitter, Instagram and LinkedIn.

You must request permission to use any of our content or publicly display our logo.

## CAN I FIND OUT WHAT PERSONAL INFORMATION MORGAN AGENCY HOLDS ABOUT ME?

Under the Data Protection Act you have the right to request a copy of the personal information Morgan Agency holds about you and to have any inaccuracies corrected. (We may require you to prove your identity with two pieces of approved identification). We will use reasonable efforts consistent with our legal duty to supply, correct or delete personal information about you on our files. Please contact our data protection officer [ellen@morganagency.co.uk](mailto:ellen@morganagency.co.uk).

## DATA RETENTION – HOW LONG WILL YOU USE MY INFORMATION FOR?

We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. Different laws require us to keep different data for different periods of time and we will process your personal data and sensitive personal data in line with the relevant legal requirement.

In some circumstances we may anonymise your personal information so that it can no longer be associated with you, in which case we may use such information without further notice to you.

If you ask us to delete your information, then that is done as quickly as possible, within normal working hours.

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.

You may request the details of personal information which we hold about you under the Data Protection Act 1998. If you would like a copy of the information held on you, please contact our data protection officer [ellen@morganagency.co.uk](mailto:ellen@morganagency.co.uk).

## WHAT IS A COOKIE?

A cookie is a small amount of data, which often includes a unique identifier that is sent to your computer, tablet or mobile phone (all referred to here as a “device”) web browser from a website’s computer and is stored on your device’s hard drive. Each website can send its own cookie to your web browser if your browser’s preferences allow it. Many websites do this whenever a user visits their website in order to track online traffic flows. Similar technologies are also often used within emails to understand whether the email has been read or if any links have been clicked. If you continue without changing your settings, we’ll assume that you are happy to receive all cookies on Morgan Agency’s website. However, you can change your cookie settings at any time.

## OUR USE OF COOKIES

On Morgan Agency’s website cookies record information about your online preferences and allow us to tailor the website to your interests. During the course of any visit to Morgan Agency’s website, the pages you see, along with a cookie, are downloaded to your device. Many websites do this because cookies enable website publishers to do useful things like finding out whether the device (and probably its user) has visited the website before. This is done on a repeat visit by checking to see, and finding, the cookie left there on the last visit.

## HOW DOES MORGAN AGENCY USE COOKIES?

Information supplied by cookies can help us to understand the profile of our visitors and help us to provide you with a better user experience.

In order to facilitate sound information security practices we record interactions with this website in the form of website server logs. This records your remote IP Address, the resources accessed on our website, date/time and your browser information. This information will be retained for up to 12 months to support our efforts in auditing and to safeguard our website.

For any other enquiries please contact our data protection officer [ellen@morganagency.co.uk](mailto:ellen@morganagency.co.uk).