

Privacy Statement

Our operations

Thirty4/7 Communications is a public relations, communications and stakeholder engagement consultancy working with clients across a range of sectors in England and Wales. We predominantly work in the private sector on projects relating to property, energy, planning or politics.

The information we collect and why

Most commonly, we will use your personal data where it is necessary for our legitimate interests and your interests and where fundamental rights do not override those interests.

We define a legitimate interest as the interest of our business in managing our commercial operations and in conducting our enterprise. It can apply to our staff, our clients and people that we come into contact with during our day-to-day business.

In determining whether we have a legitimate interest in processing your personal data, we will consider your rights and any potential impact on you (both positive and negative). We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted by law).

We may also use your personal data in instances where we have received active consent to do so for a specific purpose.

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. Consent can be withdrawn at any time and if you wish to receive an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us. If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Your information

The information we collect is what you choose to provide to us. This can include:

- Your name
- Your address
- Your telephone number
- Your email address
- Social media contact details

- Your feedback and comments relating to specific projects for which we are undertaking consultation on behalf of our clients
- Any additional information you choose to provide

We use this data for the purpose of:

- Managing stakeholder relationships on our own behalf and on behalf of our clients
- To contact you regarding any feedback you may have provided during the public consultation process.
- Directing and measuring campaigns on behalf of our clients.
- To keep you updated about the proposals discussed at our consultation event. We may do this by letter, telephone or email.
- If you have specifically consented we may use your data to contact you regarding products or services we deem may be of interest to you.

This is important for us in terms of business growth/development, record keeping and demonstrating value to our clients.

Your rights in respect of your information

You have certain rights in respect of the management of the personal data we hold about you. You can exercise any of these rights by contacting us. The easiest way to get in touch is to email us at info@thirty47.co.uk.

Right of access

You are entitled to receive confirmation as to whether your personal information is being processed by us, as well as various other information relating to our use of your personal information. You also have the right to access your personal information which we are handling.

Right of rectification

You have the right to require us to rectify any inaccurate personal information we hold about you. You also have the right to have incomplete personal information we hold about you completed, by providing a supplementary statement to us.

Right to data portability

You have the right to receive the personal information we hold about you in a structured, standard machine readable format and to send this to another organisation controlling your personal information.

Right of erasure

You have the right to require us to erase your personal information which we are handling in the following circumstances:

- we no longer need to use your personal information for the reasons we told you we collected it for where we needed your consent to use your personal information and you have withdrawn your consent
- You object to our use of your personal information and we have no compelling reason to carry on handling your personal information
- Our handling of your personal information has broken the law
- We must erase your personal information to comply with a law we are subject to. Right to request restriction of processing You have the right to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.

Right to object

You have the right to object to us handling your personal information when:

- We are handling your personal information based on our legitimate interests in connection with our business. If you ask us to stop handling your personal information in this way, we will stop unless we can show you that we have compelling grounds as to why our use of your personal information should continue.
- For marketing purposes. If you ask us to stop handling your personal information on this basis, we will stop.

In the event that we refuse your request to access the information we hold on you, we will provide you with a reason as to why.

Data Storage

We ensure your data is kept secure and protected by:

- Storing your data on a secure database which can only be accessed by appropriately trained staff.
- Keeping your personal data for no longer than reasonably necessary and only retaining your data for the period of the planning and post consent process.
- Removing your personal data from our database and erasing it from our records once the planning process has been completed.

Will anyone else get to see your information?

If you have provided feedback at a public consultation, this response may be reproduced, either in summary or verbatim, in a document for **our client**, which will set out details of the community consultation that has been undertaken. However, these responses will be anonymized if you ask them to be so, so that personal details will never be provided in conjunction with feedback responses.

We will not pass on your personal data to third parties without first obtaining your consent.

If your data is to be used for something other than what we have already covered here.

If we wish to use your personal data for a new purpose, not covered by this Privacy Notice, then we will provide you with a new notice explaining this and how to opt in. This could include marketing information about a project you commented on after being built, or contact post planning, during construction.

Marketing

From time to time we may send you information about products and services we offer which may be of interest to you. Our legal basis for contacting you for marketing will fall under **consent** or **legitimate interest**.

Consent: this means freely given, specific, informed and unambiguous. When you have opted into our mailing lists through the Subscribe button on our websites you can choose what you want to hear about by selecting your areas of interest in our preference centre.

Legitimate interest: this is when we have a business or commercial reason to contact you but does not conflict unfairly with your own rights and interest, and that we've performed a Legitimate Interest Assessment.

If you have signed up to access any e-newsletters or email notifications, we will provide a tick box for you to ask you to opt in to our marketing emails. If you choose to do so we will only send you marketing communications that are related to the sector, service or product type you have expressed interest in.

What if you change your mind about the consent you have given?

Should you wish to stop us from contacting you for marketing purposes please contact info@thirty47.co.uk with the subject heading of 'Unsubscribe from all Marketing emails'. Or through the "Unsubscribe" link on any of the marketing emails you may receive from Thirty4/7 Communications.



Thirty4/7 Communications is registered with the Information Commissioners Office (ICO). [Click here](#) to find out more about the data protection in the UK.