

Privacy Policy

We take your privacy seriously. This document outlines our practices and procedures with respect to cookie collection and storage through our technology platform and the advertising solution offered by Golley Slater Media and Group companies.

Our business is assisting clients display advertisements that are relevant to you, based on your browsing history. As you explore the Web, our technology shows you products relevant to those that you searched for.

This policy is designed to provide users of our website or advertising services with the ability to make an informed choice with regards to cookie collection and storage and sharing information with us.

We do not collect Personally Identifiable Information (“PII”) such as IP addresses, name, address, phone number, email, address, credit card information, or anything else that can personally identify individuals on behalf of our clients. What we do is collect non personally identifiable information (“Non-PII”) via anonymous cookies that are added to our clients’ websites. We do not collect PII about you, and there is no way that we can identify you from the information we collect.

Our use of Non-PII when targeting advertising campaigns is to ensure that we deliver the most appropriate and / or tailored ads to audiences online.

How Used

We may use your Non-PII (“Information”) for the following general purposes: improved targeting and optimisation to deliver more relevant advertisements.

Sharing Your Information

We may share your Non-PII Information with third party service providers we have contracted with.

Security

We use reasonable and appropriate security measures to protect your Non-PII data. Golley Slater holds Cyber Essentials certification.

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Changes

We may change the Privacy Policy at any time by posting the revised Privacy Policy on the Website and if such changes are material, a notice of the changes will also be posted along with the revised Privacy Policy.

Retention

Aggregated Non-PII data for reporting may be retained for a longer period. Contact Us If you have any questions relating to our Digital privacy policy please email us at enquiries@golleyslater.co.uk

Technology – IN App and Mobile

We occasionally advertise in-app or use Advertising IDs (AAID/IDFA) this is intended to target such users with highly relevant advertising, however we respect your privacy and draw your attention to how iOS users can enable [Limit Ad Tracking](#) and Android users can [Opt Out of Interest-Based Ads](#).

The policy will be reviewed on a continual basis to ensure compliance with latest legislation. The person with overall responsibility for the implementation and regular review of this policy is the Human Resource Director



David Longden
Group Chief Executive

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The Group HR Director is the owner of this document and is responsible for ensuring that this procedure is reviewed in line with the review requirements of the ISMS.

A current version of this document is available to all members of staff

Revision Date	Version No. Revised	Amendment	Authorised by:	New Version No.
February 2017	1.0	Draft for Comment	William Meredith	1.0
March 2017	1.0	Released	Michael Williams	