



Privacy Policy for RI Media Ltd

About RI Media Ltd

RI Media Ltd is committed to protecting your personal information and respecting your privacy. We comply with the Data Protection Act 2018, the UK General Data Protection Regulation (UK GDPR), and the Privacy and Electronic Communications (EC Directive) Regulations 2003.

This privacy policy applies to all websites owned and operated by RI Media Ltd.

1. Information We Collect

We collect personal information directly from you and through automated means.

Direct Collection

We collect information when you complete a registration or subscription with us (online or offline), such as to receive our magazines, email newsletters, participate in promotions, or engage in media partnerships. Information collected may include:

- **Personal Details:** Name, email address, postal address, telephone number, job title, and professional interests.

Automatic Collection

When you visit our website(s), certain information is collected automatically from your device:

- **Technical Data:** IP address, device type, unique device IDs, browser type, version, time zone, operating system, and platform.
- **Usage Data:** Pages accessed, visit date and time, page interactions, referral sources, and content accessed.

This data helps us understand how users engage with our site and personalise your experience.

Social Sign-On

If you choose to create an account using a social profile, you will be asked to share basic information to complete your registration.

Cookies and Tracking

Our website(s) use cookies to track browsing habits, improve user experience, and personalise content. You can manage your cookie preferences via our Cookiebot system, with additional information provided in our Cookie Policy.

2. Purpose and Legal Basis for Data Processing

We collect and process your information for the following purposes:

- **To provide and manage our services** (e.g., subscription delivery, account management).
- **To send marketing communications** about our products or those of our trusted partners, based on your consent or our legitimate interests.
- **To personalise your experience** on our website.
- **For analytics and improvements** to help us enhance our offerings.

The legal bases for processing your data include **consent**, **performance of a contract**, **compliance with legal obligations**, and **legitimate interests** in providing a secure and efficient service.

Legitimate Interests

Our legitimate interests include promoting our business, optimising our services, and improving user experience on our website. We process personal data on this basis in ways that are proportionate, have minimal privacy impact, and do not override your rights and freedoms. You may withdraw consent at any time by updating your preferences.

3. Data Sharing and Third Parties

We do not share your information with third parties without your consent, except as follows:

- **Selected Partners:** If you opt in to receive offers from third parties, we may share your postal address for one-time use. No email addresses are shared, and all emails will come directly from us.
- **Service Providers:** We may share information with processors (e.g., MailChimp for email marketing, WordPress for website management) who operate under data processing agreements.
- **Analytics and Personalisation:** We use website analytics to tailor your experience, but data shared for these purposes remains anonymised.

Where access to specific content (e.g., white papers) involves third-party data sharing, you will be asked to agree each time. You may decline if you prefer not to share your details.

4. International Data Transfers

Where data may be transferred outside the UK or EEA, we ensure compliance with UK GDPR requirements by using **Standard Contractual Clauses** or relying on an **adequacy decision**. This ensures equivalent protection of your data during transfers.

5. Data Retention

We retain personal data only for as long as necessary to fulfil the purposes for which it was collected or as required by law. Specific retention periods vary depending on the type of data and purpose, and data is regularly reviewed for secure deletion when no longer needed.

- **Subscription and Contact Information:** Retained for as long as your account remains active. After deactivation, data is retained for up to two years unless otherwise required by law.
- **Website Analytics:** Stored for up to 12 months to help improve our website experience.

6. Statistical Analysis and Profiling

We may analyse personal data and site usage to understand trends and preferences to improve our services. While we use this data for personalisation and optimisation, no fully automated decisions that significantly impact you are made using your data.

7. Your Rights under UK GDPR

Under UK GDPR, you have the following rights:

- **Right to Access:** Request access to your personal data.
- **Right to Rectification:** Request correction of incomplete or inaccurate data.
- **Right to Erasure:** Request deletion of your data (the “right to be forgotten”).
- **Right to Restrict Processing:** Request a halt to data processing under certain conditions.
- **Right to Data Portability:** Request transfer of data to another provider.
- **Right to Object:** Object to processing based on legitimate interests or direct marketing.

To exercise any of these rights, please log into your account or email us at info@ri-media.co.uk. We typically respond within one month. For further information on your rights, please visit the UK’s Information Commissioner’s Office (ICO) guidance on individual rights.

8. Security Measures

We implement technical and organisational measures to protect your personal data, including **encryption**, **access control**, and **pseudonymisation** where possible. Our security practices are regularly reviewed to ensure ongoing protection.

Data Breach Notification

We have procedures in place to detect and manage data breaches. Should a breach affecting your data occur, we will notify you and any applicable regulatory bodies in accordance with legal requirements.

9. Managing Your Preferences and Unsubscribing

You can manage your communication preferences by logging into your account. To unsubscribe from newsletters or special offers, follow the “unsubscribe” link in any email or update your preferences in your account settings.

If you wish to deactivate your account entirely, you can do so in your account settings. To request permanent deletion, email info@ri-media.co.uk with the subject "Subscription deletion". Once deleted, we may acquire your data in the future under legitimate interests, unless you specify otherwise.

10. Cookies

We use cookies to enhance user experience, remember preferences, and enable certain website functions. Some cookies are essential for site functionality. You can manage cookie preferences through Cookiebot on our site. For more information, please see our full **Cookie Policy**.

11. Links to Other Websites

Our sites contain links to external websites. This privacy policy only applies to RI Media Ltd websites. Please read the privacy policies of third-party sites if you follow links outside of our control.

12. Third-Party Data Processing (Subprocessors)

Our subprocessors include:

- **WordPress:** Manages subscriptions for our website.
- **MailChimp:** Provides email marketing automation services, processing personal data under RI Media Ltd's instructions.

13. Children's Privacy

Our services are not intended for individuals under the age of 16. If we become aware that we have inadvertently collected personal data from someone under 16, we will delete it promptly.

14. Changes to Our Privacy Policy

We review our privacy policy regularly and will post any updates on this page. If significant changes are made, we will notify you via email or a prominent website notice. This policy was last updated on 29th October 2024.

15. How to Contact Us

If you have questions about this privacy policy or the data we hold about you, please contact us:

- **Phone:** +44 (0)1354 699399
- **Email:** info@ri-media.co.uk
- **Mail:** RI Media Ltd, Briard Lodge, March Road, Welney, PE14 9SA, UK