



Head Office: Governor House, 47 Kent Road, Leeds, LS28 9BB

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Tel: 0207 431 1327

Website: www.linkcommunication.co.uk

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Link Com Consulting Limited • Company No. 9600280

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2018 - GDPR COMPLIANCE STATEMENT

General Data Protection Regulation (GDPR) is being introduced across Europe from 25th May 2018.

GDPR impacts everyone and as a valued client of Link Communication, we feel it is important to let you know what we have done to be compliant with these new regulations.

Here at Link Communication we truly respect people's privacy and we are proud to be GDPR ready, ensuring people are in control of the data we hold on them, as well as how that data is used.

Actions we have taken to ensure we are compliant with the new regulations:

- We have deleted any information that is not required or is unnecessary for us to have stored.
- We have adopted a policy not to utilise email marketing to communicate with prospective customers.
- Our supplier & field staff database of 5000+ records is stored on an encrypted server, and all files and folders are password-protected.
- We will not store hard copies of any field staff CV's or application details; any hard copies are professionally destroyed after use.
- We are updating our field staff agreement; any new staff registering with Link Communication will be asked to give permission in advance for their image and information to be shared with clients for the purpose of prospective jobs. We think it is important to make clear to all staff that we care about their right to privacy and confidentiality.
- For marketing events which engage the public with data capture, social media or other methods of identification, we will display signs that show this is in use; and give them the option not to be included in the images or data being captured.
- Our Privacy Policy (below) and website Cookie Policy has been updated.

If you have any further questions about this please reply via email to info@linkcommunication.co.uk

2018 Privacy Policy

As part of our registration activity, and during the engagement process, Link Communication collects and processes personal data relating to current and prospective clients, field staff and suppliers. Link Communication is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations. We never share your data with third parties for mailing or marketing purposes.

Why does Link Communication process personal data?

We need to process data to ensure we have the correct information from prospective and current clients and suppliers to stay in touch before and during events. We may also need to process data to enter into a contract with you.

For field staff Link Communication has a legitimate interest in processing personal data during the registration process. Processing data from field staff allows us to manage the registration process, assess and confirm an applicant's suitability for future jobs and in some cases we need to process data to ensure that we are complying with our legal obligations.



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We will ask for your consent before we keep your data for this purpose and you are free to withdraw your consent at any time.

What personal data do we collect?

Link Communication collects a range of information about you during the engagement process. For clients and suppliers, this may include:

- Your name, address and contact details, including email address and telephone number
- Photographs
- Your company name

For potential field staff, this may include:

- Your name, address and contact details, including email address and telephone number
- Details of qualifications, skills, experience and employment history
- Photographs
- Information about your remuneration rate
- Information about your entitlement to work in the UK

Data might also be obtained from a prospective staff's CV or resume, from a passport or other identity documents or collected through interview or other forms of assessment.

We may also collect personal data about you from third parties such as references supplied by former clients. We do not store paper copies of any field staff related CV's application details and any hard copies are professionally destroyed after use.

All data will be stored on a database, records are stored on an encrypted server and all files are password protected.

Who has access to personal data?

Your information may be shared internally at Link Communication. For clients and suppliers, your information will be shared for the purposes of organising an event or project we are working alongside you on.

For entertainers, we will share your information with prospective clients and other staff who are engaged in fulfilling client's prospective roles.

If you are successfully booked for a job, the client and other performers who are working on the same job as yourself may have access to your name and contact details. We may share your data with former employers to obtain references for you and other third parties as part of the pre-employment screening process. This may include: academic institutions, credit reference agencies, criminal records bureaus and the DVLA. We will always ask for your consent before processing this type of data as part of screening process.

We may disclose your personal information if we are asked to do so by the police or any other regulatory or Government authority investigating suspected illegal activities.



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How does Link Communication protect personal data?

We take the security of your data seriously. We have internal policies and controls in place to ensure that your data is misused or disclosed, and is not accessed except by our employees or potential or actual clients.

Our client, supplier and field staff database is stored on an encrypted server, and all files and folders are password protected.

We have updated our staff agreement so that new staff registering will be asked to give permission in advance for their image and information to be shared with clients for the purpose of prospective jobs. In the past we have relied upon emailed or verbal permission, but we think it is important to make clear to all performers that we care about their right to privacy and confidentiality.

Our code of conduct has been amended to include this Privacy Policy. By accepting any jobs from this date on will constitute acceptance of these updated terms.

How long does Link Communication keep personal data?

For field staff, if your application is successful, we will keep your information on our secure database:

- After we receive your CV and, if you are not interviewed within 30 months, we will destroy/delete your CV
- We will remove your personal data from our database seven years after our last engagement with you

For suppliers and clients:

- We will remove your personal data from our database seven years after our last engagement with you

Your Rights

You have the following rights regarding your information:

Your Rights	What does this mean
1. Right to be informed	You have the right to be provided with clear, transparent and easily understandable information about how we use your personal data and your rights. This is why we're providing you with the information in this Privacy Policy.
2. Right of Access	You have the right to obtain access to your personal data (if we're processing it) and certain other information (similar to that provided in this Privacy Policy). This is so you're aware and can check that we're using your personal data in accordance with data protection law.



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3. Right to rectification
You are entitled to have your personal data corrected if it's inaccurate or incomplete.
4. Right to erasure
This is also known as the "right to be forgotten" and in simple terms, enables you to request the deletion or removal of your personal data where there's no compelling reason for us to keep it. This is not an absolute right to erasure; there are exceptions.
You have rights to "block" or suppress further use of your personal data in certain circumstances. When processing is restricted, we can still store your personal data, but may not use it further. (We keep lists of people who have asked for further use of their personal data to be "blocked" to make sure the restriction is respected in future)
5. Right to restrict processing
You have the right to obtain and reuse your personal data in a structured, commonly used and machine readable format in certain circumstances. In addition, where certain conditions apply, you have the right to have such information transferred directly to a third party.
6. Right to data portability
You have the right to object to certain types of processing, in certain circumstances. In particular, the right to object to the processing of your personal data based on our legitimate interest or on public interest grounds; the right to object to processing for direct marketing purposes (including profiling); the right to object to the use of your personal data for scientific or historical research purposes or statistical purposes in certain circumstances.
7. Right to object to processing
If you have given your consent to anything we do with your personal data, you have the right to withdraw your consent at any time (although if you do so, it does not mean that anything we have done with your personal data with your consent up to that point is unlawful). This includes your right to withdraw consent to use using your personal data for direct marketing.
8. Right to withdraw consent

Contacting us

If you would like to contact us in relation to your rights or if you are unhappy with how we've handled your information, you may contact us by emailing: info@linkcommunication.co.uk

If you're not satisfied with our response to any complaint or believe our processing of your information does not comply with data protection law, you can make a complaint to the Information Commissioner's Office (ICO) using the following details:

Information Commissioner's Officer, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Telephone Number: 0303 123 1113 // Website: www.ico.org.uk