

Anita Morris Associates (AMA) | Privacy Policy

General AMA Privacy Policy

Anita Morris Associates Limited (AMA) is a public relations agency.

The company is a registered Data Controller with the [Information Commissioners](#).

Each of the AMA team are members of the Chartered Institute of Public Relations and we work within the CIPR's [Code of Conduct](#).

AMA is committed to protecting and respecting the privacy of all clients, suppliers and customers whose data we control and process.

We will not retain data for longer than is necessary for the purposes for which it was collected.

If, at any time, an individual wants to access the information about them that we hold, we will provide it in a digital format as soon as possible, within 30 days of the request, responding by email or phone – whichever way the request was made. Anyone wishing to access their data should email data@anitamorrisassociates.co.uk or call 01943 603311 and ask for Anita Morris to make the request.

Anyone wishing to withdraw consent for us to use their data should email data@anitamorrisassociates.co.uk with the request.

Breach

We do our utmost to comply with all applicable law concerning the protection of your information. If you have concerns or if you suspect or become aware of a breach of data protection laws or international treaties, please email data@anitamorrisassociates.co.uk with the title 'Breach' in the subject title so that we can deal with your request in a timely manner as required by law.

We have put in place procedures to deal with any suspected personal data breach and will notify you and the Information Commissioners Office of a breach.

Security Statement

AMA reserves the right to update this Privacy Policy at any time, without specific reason and without notice. Please check our Privacy Policy frequently to view any recent changes. The date of the most recent revision will appear on this page. If there are changes in relation to how we would like to use your information, a more prominent notice may be issued.

Effective Date

This Privacy Policy is effective as of May 2018.

Storing and maintaining personal information

We will take appropriate security measures against unlawful or unauthorised processing of your information, and against the accidental loss of, or damage to, your information. The security of your personal information is very important to us and our objective is to maintain the confidentiality, integrity and availability of information as follows:

- Confidentiality – only authorised people can access the information.
- Integrity – information should be accurate and suitable for the purpose for which we use it.
- Availability – only authorised users should be able to access the data if they need it for authorised purposes.

AMA works with a specialist third party, [Ilkley IT Services](#), to ensure that all the data we control is fully secure. To that end, we have installed a Network Attached Storage Device (NAS).

Data is backed up daily by IITS and stored at AMA in one of two places: 1) on an Excel spreadsheet which is held on the hard drive; 2) within Microsoft Outlook.

We are committed to ensuring that data is stored and processed securely and the following functions form part of the management of our business:

- Data encryption
- Back up of data online in an encrypted form
- Disabled read/write function on USB drives, to help prevent theft of company data via a USB stick or external hard drive and to protect against viruses stored on USB drives
- Disabled CD-burning feature for the same reasons
- Prevention of access to cloud services, reducing the possibility of data sharing outside the company
- Lock down of folders, allowing staff only to access the data they have a legitimate interest to process in doing their jobs
- Create a guest WiFi on a separate network, reducing the opportunity of an infected device compromising our data
- Individual staff PC passwords expire every 90days
- Storage of all data in one shared place, to ensure that back up is complete

Clients and suppliers

We hold names, job titles, email addresses, phone numbers and postal addresses for many of our clients, client teams and suppliers.

We collect this data through direct contact, at meetings or by phone and from 'footers' at the end of our network's email addresses.

At the point of initial contact, we will seek consent from clients and suppliers, to hold and process their data.

We collect and process only the data that we have a legitimate business interest to use, so that we can deliver an excellent service for our clients.

We will not share the data that we control with anyone, ever.

Very occasionally, around once a year, we use a third party provider, Mailchimp to deliver an e-newsletter about our work. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our communication. For more information, please see Mailchimp's [privacy notice](#).

When someone visits www.anitamorrisassociates.co.uk we use a third party service, [Google Analytics](#), to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website.

We will store data for one year from gaining consent and will re-engage with our contacts annually to confirm that consent is freely given.

Journalists and media contacts

We subscribe to the industry's leading media contacts database Gorkana and access journalists' contacts in this way. Please refer to Gorkana's [privacy policy](#).

In addition to the media contacts that we access through Gorkana, we store names, job titles, email addresses, phone numbers and postal addresses for a number of journalists and freelance media contacts.

We collect this data from desk research, e.g. from media titles' own websites, as well as through direct contact, at meetings or by phone and from 'footers' at the end of an individual's email addresses.

We collect and process only the data that we have a legitimate business interest to use, so that we can deliver an excellent service for our clients. In doing so, we regularly communicate by email with our media contacts, supplying press releases, statements, images, video, facts and briefing documents.

At the point of initial contact, we will seek consent from journalists and media contacts to hold and process their data.

We will store data for one year from gaining consent and will re-engage with our contacts annually to confirm that consent is freely given.

We will not share the data that we control with anyone, ever.

Website & Cookies

We use a number of different cookies on our website. If you do not know what cookies are, or how to control or delete them, then we recommend you visit <http://www.aboutcookies.org> for detailed guidance.

The list below describe the cookies we use on this site and what we use them for. Currently we operate on a consent-basis, which means you consent to the use of cookies by actively ticking a box when the website is visited. If you are not happy, then you should either not use this site, or you should delete the cookies having visited the site, or you should browse the site using your browser's anonymous usage setting (called "Incognito" in Chrome, "InPrivate" for Internet Explorer, "Private Browsing" in Firefox and Safari etc.)

Google analytics: We use the services of Google Analytics. They may store information about what pages you visit, how long you are on the site, how you got here and what you click on. This Analytics data is collected via a JavaScript tag in the pages of our site and is not tied to personally identifiable information. We therefore do not collect or store your personal information (e.g. your name or address) so this information cannot be used to identify who you are.

Information in regards to Google Analytics and their privacy policy can be found here: <https://policies.google.com/privacy?hl=en#enforcement>

First Party Cookies : These are cookies that are set by this website directly.

WordPress: Our websites runs the popular WordPress CMS and cookies are used to store basic data on your interactions with WordPress, and whether you have logged into WordPress. We use a session cookie to remember your log-in for you if you are a registered user and we deem these as being strictly necessary to the working of the website. If these are disabled then various functionality on the site will be broken. More information on session cookies and what they are used for at <http://www.allaboutcookies.org/cookies/session-cookies-used-for.html>

Third Party Cookies: These are cookies set on your machine by external websites whose services are used on this site. Cookies of this type are the sharing buttons across the site allow visitors to share content onto social networks. Cookies are currently set by LinkedIn, Twitter, Facebook, Google+ and Pinterest. In order to implement these buttons, and connect them to the relevant social networks and external sites, there are scripts from domains outside of our website. You should be aware that these sites are likely to be collecting information about what you are doing all around the internet, including on this website. You should check the respective privacy policies, the terms of use (terms and conditions) and cookie-information of each of these sites to see how exactly they use your information and to find out how to opt out of them receiving and processing your information or delete such information.