

Monogram Media - Privacy Policy Notice - Issue A

The policy: This privacy policy notice is for websites under the direct and exclusive control of Monogram Media Limited and governs the privacy of those who use them. The purpose of this policy is to explain to you how we control, process, handle and protect your personal information while browsing or using our websites, including your rights under current laws and regulations. By continuing to use our websites you agree to the policies detailed in this document.

Policy key definitions:

- "I", "our", "us", or "we" refer to the following businesses and trading names Monogram Media, Fortune Copilot, Let's Talk Business, Customer Creator and Lean Startup Expert.
- "you", "the user" refer to the person(s) using this website.
- GDPR means General Data Protection Act.
- PECR means Privacy & Electronic Communications Regulation.
- ICO means Information Commissioner's Office.
- Cookies mean small files stored on a user's computer or device.

Processing of your personal data

Under the GDPR (General Data Protection Regulation) we control and / or process any personal information about you electronically using the following lawful bases.

We are registered with the ICO under the Data Protection Register, our registration number is ZA472701, further details can be found at www.ico.gov.uk.

Lawful basis: Consent and Legitimate Interests. The reason we use these basis is to provide or improve our services and to maintain the integrity of our systems and processes.

Data retention period: We will continue to process your information under this basis until you withdraw consent or it is determined your consent no longer exists.

Sharing your information: We do not share your personal information with third parties under this lawful basis.

Lawful basis: Contract, Vital Interests and Public Task. The reason we use this basis is to provide or improve our services and to maintain the integrity of our systems and processes as part of a written or implied commercial contract.

Data retention period: We will continue to process your information under this basis until you withdraw consent or it is determined your consent no longer exists.

Sharing your information: We will share your personal information with third parties only where we are contractually obliged to do so.

Lawful basis: Legal Obligation and Criminal Offence Data, The reason we use these basis is to comply with the UK laws relevant to the continuity of business interests.

Data retention period: We shall continue to process your information until the consent between us ends or it is determined your consent no longer exists.

Sharing your information: We do not share your information with third parties unless obliged to do by UK law.

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If, as determined by us, the lawful basis upon which we process your personal information changes, we will notify you about the change and any new lawful basis to be used if required. We shall stop processing your personal information if the lawful basis used is no longer relevant.

Your individual rights

Under the GDPR you have a right to be informed;

- the right of access;
- the right to rectification;
- the right to erasure;
- the right to restrict processing;
- the right to data portability;
- the right to object; and
- the right not to be subject to automated decision-making including profiling.

You also have the right to complain to the ICO www.ico.org.uk if you feel there is a problem with the way we are handling your data.

We handle subject access requests in accordance with the GDPR.

Internet cookies

We use cookies on this website to provide you with a better user experience. We do this by placing a small file on your device / computer to track how you use the website, to record or log whether you have seen particular information, to keep you logged into the website where applicable, to display relevant adverts or content, referred you to a third party website. Some cookies are required to enjoy and use the full functionality of this website.

We use a cookie control system which allows you to accept the use of cookies, and control which cookies are saved to your device / computer. Some cookies will be saved for specific time periods, where others may last indefinitely. Your web browser should provide you with the controls to manage and delete cookies from your device, please see your web browser options.

The platform Cookies we use are; Facebook, Twitter, Google, Instagram, YouTube, GetResponse and LinkedIn.

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Data security and protection

We ensure the security of any personal information we hold by using secure data storage technologies and precise procedures in how we store, access and manage that information. Our methods meet the GDPR compliance requirement.

Transparent Privacy Explanations

We have provided further explanations about user privacy and the way we use this website to be transparent and honest about our use of data.

Sponsored links, affiliate tracking & commissions

Our website may contain adverts, sponsored and affiliate links on some pages. These are typically served through our advertising partners including Google AdSense, eBay Partner Network, Amazon Affiliates, or are self-served through our own means. We only use trusted advertising partners who each have high standards of user privacy and security. However we do not control the actual adverts seen / displayed by our advertising partners. Our advertising partners may collect data and use cookies for advert personalisation and measurement. Where advert preferences are requested a 'non-personalised' cookies may still be used for frequency capping, aggregated reporting and to combat fraud and abuse.

Clicking on any adverts, sponsored or affiliate links may track your actions by using a cookie saved to your device. Your actions are usually recorded as a referral from our website by this cookie. In some cases we may earn a small commission from the advertiser or advertising partner, at no cost to you, whether you make a purchase on their website or not.

We use advertising partners in these ways to help generate an income which allows us to continue our work and provide you with the best overall experience and valued information.

If you have any concerns about this we suggest you do not click on any adverts, sponsored or affiliate links found throughout the website.

Email marketing messages & subscription

Under the GDPR we use the consent lawful basis for anyone subscribing to our newsletter or marketing mailing list. We only collect data about you, as detailed in the "Processing of your personal data" above. Any email marketing messages we send are done so through an EMS (Email Marketing Service) provider. An EMS is a third party service provider which allows us to send emails for marketing or to inform you about a purchase.

Email messages that we send may contain tracking tracked clickable links or similar server technologies in order to track subscriber activity within email messages. Where used, such messages may record a range of data such as; times, dates, I.P addresses, opens, clicks,

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forwards, geographic and demographic data. Such data, within its limitations will show the activity each subscriber.

Any email messages we send are in accordance with the GDPR and the PECR. We provide you with an easy method to withdraw your consent (unsubscribe) or manage your preferences / the information we hold about you at any time. See any email message for instructions on how to unsubscribe or manage your preferences.