



Boomerang Media – Privacy Policy

Boomerang Media Ltd takes privacy seriously and is dedicated to storing all personal information securely. This privacy policy is intended to inform you how we gather, define and use your information.

This applies to information collected by us, or provided by you. It is also meant to assist you in making decisions about whether or not you are happy for us to hold your data.

All personal data will be held in accordance with the EU General Data Protection Regulation (“GDPR”) and national laws implementing GDPR.

If you would like to know what information we hold on you, or to exercise any of your rights set out below, please email us at info@boomerangmedia.co.uk.

What personal data do we collect?

We only hold personal data which is necessary to fulfil our business needs. This includes, but is not limited to, your name, email address, company address, company phone number and marketing preferences and engagement history.

How is your data used?

We promise never to share, sell or pass on any of your personal data to third party companies, except where necessary to fulfil our contact of sale with you.

Personal information collected and stored will be used solely for sales, production and marketing purposes and stored securely on our internal system.

We will use your data to send relevant marketing messages, under PECR guidelines. These can be stopped at any time through opting-out by way of reply to an email or unsubscribe

How long will we keep your data?

We won't keep your data longer than necessary and will remove your personal information from our database if you haven't engaged with us in 4 years, except where we need to keep details as a record of sales orders.

Legitimate interest

Where consent has not been given via opt-in, we will still process your data under 'legitimate interest'. We will only send marketing messages that are relevant and specific to your business needs (in accordance with PECR) and you are welcome to opt-out and/or request your data is deleted at any time.

What are your rights?

1. The right to be informed
You have the right to be informed about the collection and use of your personal data. We will provide you with the purpose of our data collection and use, retention and who it will be shared with.

2. The right of access
Individuals have the right to access their personal data and any supplementary information. This information is provided free of charge once. Data would need to be provided within one month of a request and in an easy to understand format.
3. The right to rectification
Individuals have the right to rectify incorrect data in writing or verbally. This must be responded to within one month.
4. The right to erasure
5. The right to restrict processing
6. The right to data portability
7. The right to object
8. Rights in relation to automated decision making and profiling.

How do you exercise your rights?

If you would like to exercise any of the rights mentioned above,

information as securely as possible, ensuring a safe and comfortable experience for all

- • The only information we will need to keep will be sales/production records if you have previously ordered from us.
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- What is legitimate interest?
 - • We may instigate contact with you on a marketing basis if we believe that we have a legitimate interest in providing you with relevant information e.g. if you are a teacher, we may email you with details of a school planner offer.
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- • You can choose to opt out of further communication from us at any time if you feel the information is no longer relevant.
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- What are my rights?
 - • You can request to view/amend the data we hold on you at any time and can opt to be entirely removed from our database (we will keep the minimum amount of information needed to make sure you aren't re-added at a later date).
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- For more information on how we use and store the data we collect, as well as a comprehensive list of your rights, please contact Boomerang Education at info@boomerang-ed.com or give us a call on 01252 368 328.
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