

## **EQUINOX GDPR STATEMENT**

*Equinox processes data for a number of clients and has a GDPR plan in place to ensure all our processes are compliant with the new regulation. We work closely with suppliers and clients so that all our partners also adhere to GDPR in all data gathering and processing. Any data we collect will be handled in line with GDPR. Any queries on GDPR should be directed to Helen Wild on [helen@equinox.wales](mailto:helen@equinox.wales).*

## **EQUINOX PRIVACY POLICY**

This is the website of **Equinox Public Relations Ltd.**

Our postal address is:

**Equinox,  
Tramshed Tech,  
Unit D,  
Pendyris Street, Cardiff, CF11 6BH.**

We can be reached via e-mail at [info@equinox.co.uk](mailto:info@equinox.co.uk) or you can reach us by telephone at 02920 764 100. The Data Controller at Equinox is Helen Wild: [helen@equinox.wales](mailto:helen@equinox.wales).

Here at Equinox we take your privacy seriously and will only use any personal information we have to provide updates on the products and services you have requested from us.

We may collect and process the following data about you:

- information that you provide by filling in forms on our site. This includes information provided at the time of registering on the site to receive newsletters, subscribing to any service on the site, posting material, requesting further services or applying for employment where applicable;
- if you contact us, we may keep a record of that correspondence;
- details of any participation and discussions or other social media functions on the website may be retained;
- we may retain your name, address, email address and phone number in terms of information that you provide to us;
- a third party analytics provider will collect technical information from each access made to our website, to include the Internet Protocol (IP) address used to connect your computer to the internet, and other technical information – our analytics provider will provide us with

details of business commercial IP addresses, any personal IP addresses collected will be deleted in line with our data deletion procedures.

## **COOKIES:**

Our website also uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

## **USES MADE OF THE INFORMATION:**

We may use information held about you in the following ways:

- to carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services that you request from us;
- to provide you with information about other products and services we offer that are similar to those that you have already enquired about where you have consented to be contacted for such purpose;
- to notify you about changes to our service;
- to ensure that content from our site is presented in the most effective manner for you and for your computer;
- to allow you to participate in interactive features of our website when you chose to do so as these are developed;
- where applicable to process applications for employment with us.

Information we collect about you. We will use this information:

- to administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- to improve our site to ensure that content is presented in the most effective manner for you and for your computer;
- to allow you to participate in interactive features of our service, when you choose to do so;
- as part of our efforts to keep our site safe and secure;
- to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you, only where you have opted to receive marketing communication;
- to make suggestions and recommendations to you and other users of our site about goods or services that may interest you or them.

- Information we receive from other sources. We will combine this information with information you give to us and information we collect about you. We will use this information and the combined information for the purposes set out above (depending on the types of information we receive).

#### **DISCLOSURE OF YOUR INFORMATION:**

You agree that we have the right to share your personal information with:

- any member of our company where it is relevant to the delivery of a product or service we may provide you with.  
Selected third parties including:
- business partners, suppliers and sub-contractors for the performance of any contract we enter into with you;
- analytics and search engine providers that assist us in the improvement and optimisation of our site.
- We will disclose your personal information to third parties:
- In the event that we sell or buy any business or assets, in which case we will disclose your personal data to the buyer of such business or assets.
- If Equinox or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation,

#### **WHERE WE STORE YOUR PERSONAL DATA:**

The technical data that our website collects from you will be transferred to, and stored at, a destination on the servers of a third-party provider who hosts our website, Krystal.co.uk. Their servers are based in the UK. All data on the Equinox servers are backed up daily and the information captured does not allow Clunk-Click, our back-up provider to identify you and is not provided to us. All data is encrypted and password protected.

Information that we receive via completed contact forms is stored securely on our own secure servers or in the case of job applications on our secure, restricted access files on the server. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with GDPR and this privacy policy.

All information you provide to us is stored on our secure servers.

#### **YOUR RIGHTS:**

You have the right to ask us not to process your personal data for marketing purposes. We will ask you to confirm (before collecting your data) if you consent to using your data for such purposes. You can exercise your right to prevent such processing by not opting in to be contacted for marketing purposes. You can also exercise the right at any time by contacting us at Equinox, 9 Cwt-y-Parc, Earlswood Rd, Cardiff CF14 5GH or contacting [info@equinox.wales](mailto:info@equinox.wales)

#### **ACCESS TO INFORMATION:**

GDPR gives you the right to access information held about you. Your right of access can be exercised in accordance with GDPR, with effect from 25 May 2018.

#### **CHANGES TO OUR PRIVACY POLICY:**

Any changes we make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.

#### **CONTACT:**

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to Group Operations Director, Equinox, Tramshed Tech, Unit D, Pendyris Street, Cardiff, CF11 6BH.or [info@equinox.wales](mailto:info@equinox.wales).

Updated 10.07.24

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