

Cascade Communications Ltd Privacy Policy

1. Introduction

- 1.1 This Privacy Policy details how we, Cascade Communications Ltd of 26 Noel Street, London W1F 8GY, collect, use and process personal data provided to us. If you have any questions on this Privacy Policy or otherwise relating to how we process your personal data you can contact us at info@cascadepr.co.uk or on 020 7871 3565.
- 1.2 This Privacy Policy affects your legal rights and obligations so please read it carefully. If you do not agree to be bound by this Privacy Policy, please do not provide your personal data to us or request that your employer does not do so.
- 1.3 We may update this Privacy Policy from time to time at our discretion and in particular to reflect any changes in applicable laws. If we do so, and the changes substantially affect your rights or obligations, we shall notify you if we have your email address. Otherwise, you are responsible for regularly reviewing this Privacy Policy so that you are aware of any changes to it.

2. Whose personal data do we collect?

- 2.1 We collect data relating to a number of individuals. Whilst providing consultancy services, we inevitably collect personal data of employees of our clients, suppliers and subcontractors. As part of our obligations to our clients, we also collect personal data of individuals, such as residents who may be affected by a particular planning development or other issue.
- 2.2 We are the data controller of the personal data provided to us by our clients, suppliers and subcontractors. However, if we have received your personal data as a result of providing services to our clients, we are the data processor of your personal data; our client is the data controller. This means that we only process your personal data in accordance with the instructions of our client.
- 2.3 We will only collect the personal data that you provide to us, or that is provided by your employer, or our client, as the case may be. We only collect such personal data as is necessary for our purposes and you do not have to provide any personal data to us. Accordingly, we do not expect to collect any data other than the following personal data: name, email address, geographical address and telephone number.
- 2.4 We ask that all personal data that you provide to us is true, complete and accurate.
- 2.5 When you contact us by email or post, we may keep a record of the correspondence and we may also record any telephone call we have with you.

3. Lawful use of your personal data

- 3.1 We will only use your personal data where we have a lawful basis to do so. But, how we use your personal data depends on why we have collected it. If we have received your personal data because you are employed by a client, supplier or subcontractor, we will process your personal data to perform any contract we have entered into with your employer or in relation to any steps we take at the request of your employer prior to entering into a contract.
- 3.2 If we have collected your personal data as a result of any project we are working on for a client, we shall process that personal data only as instructed by our client and in accordance with your consent. You agree that if you have completed a form requesting that we keep you up-to-date with a particular project, then you have consented to be contacted in that way. As part of our legitimate interests, we may also contact you in relation to our client's project. However, you can always ask us to stop contacting you; see the **Your rights** section below in this Privacy Policy.
- 3.3 We may also use your personal data for our legitimate interests, including dealing with any customer services you require, for regulatory and legal purposes (for example anti-money laundering and fraud prevention purposes), for audit purposes and to contact you about changes to this Privacy Policy.

4. Who do we share your data with?

- 4.1 If we have collected your personal data as a result of any project we are working on for a client, we may share your personal data with our client as the data controller.
- 4.2 For our legitimate interests, we may share your personal data with any service providers, sub-contractors and agents that we may appoint to perform functions on our behalf and in accordance with our instructions, including payment providers, IT service providers, accountants, auditors and lawyers. We shall provide our service providers, sub-contractors and agents only with such of your personal data as they need to provide the service for us and if we stop using their services, we shall request that they delete your personal data or make it anonymous within their systems.
- 4.3 In order to comply with our legal obligations, under certain circumstances we may have to disclose your personal data under applicable laws and/or regulations, for example, as part of anti-money laundering processes or to protect a third party's rights, property, or safety.
- 4.4 For our legitimate interests, we may also share your personal data in connection with, or during negotiations of, any merger, sale of assets, consolidation or restructuring, financing, or acquisition of all or a portion of our business by or into another company.

5. Where we hold and process your personal data

- 5.1 Some or all of your personal data may be stored or transferred outside of the European Economic Area (the EEA) for any reason, including for example, if our email server is located in a country outside the EEA or if any of our service providers are based outside of the EEA.
- 5.2 If we do store or transfer your personal data outside the EEA, we will take all reasonable steps to ensure that your data is treated as safely and securely as it would be within the EEA and under applicable laws.

6. Security

- 6.1 We shall process your personal data in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage. We do this by using appropriate technical or organisational measures, for example, all information you provide to us is stored on our secure servers and our employees are required to comply with all applicable data protection laws.
- 6.2 Notwithstanding paragraph 6.1 above, you acknowledge that no system can be completely secure. Therefore, although we take these steps to secure your personal data, we do not promise that your personal data will always remain completely secure.

7. Your rights and retention of personal data

- 7.1 You have the right to obtain from us a copy of the personal data that we hold for you, and to require us to correct errors in the personal data that we process for you if it is inaccurate, incomplete or out of date. You also have the right at any time to require that we delete your personal data and to withdraw your consent to receive communications from us.
- 7.2 To exercise these rights, or any other rights you may have under applicable laws, please contact us at info@cascadepr.co.uk or on 020 7871 3565. It may take us a few days to process your request, in particular to remove you from our communications database, but we shall do our best to act promptly. Please note, we reserve the right to charge an administrative fee if your request is manifestly unfounded or excessive.
- 7.3 If you have any complaints in relation to this Privacy Policy or otherwise in relation to our processing of your personal data, please contact us, or you can contact the Information Commissioner, see www.ico.org.uk. If you are outside of the UK, you have the right to lodge your complaint with the relevant data protection regulator in your country of residence.

7.4 We retain your personal data in accordance with applicable laws. If we have received your personal data because you are an employee of a client, supplier or subcontractor, we shall retain your personal data until we no longer work with your employer, except where we are required to retain your personal data for longer to comply with accounting, audit and taxation requirements. If you have requested to receive up-dates from us about a particular planning development or issue, we shall retain your personal data until you opt out of receiving such communications, or in our view, until the development or other issue is completed or if earlier, if we cease to work with the client in question.

8. General

8.1 If any provision of this Privacy Policy is held by a court of competent jurisdiction to be invalid or unenforceable, then such provision shall be construed, as nearly as possible, to reflect the intentions of the parties and all other provisions shall remain in full force and effect.

8.2 This Privacy Policy shall be governed by and construed in accordance with the law of England and Wales, and you agree to submit to the exclusive jurisdiction of the English Courts.

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