

## **Data Protection Policy Gather Social Ltd**

Gather Social understands that your privacy is important to you and that you care about how your personal data is used and shared online. We respect and value the privacy of everyone who visits this website, [www.gathersocial.co.uk](http://www.gathersocial.co.uk) ("Our Site") and will only collect and use personal data in ways that are described here, and in a manner that is consistent with Our obligations and your rights under the law.

Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of Our Privacy Policy is deemed to occur upon your first use of Our Site. If you do not accept and agree with this Privacy Policy, you must stop using Our Site immediately.

### **1.1 Identity and contact details of the data controller**

Gather Social is the data controller for data that we hold for connecting social media profiles into the Gather Platform as well as Buffer a 3rd party piece of software.

Gather Socials Ltd identity and contact details

Name: Gather Socials Ltd

Company registration number: 09427507

2nd floor, Blenheim Court, Huntingdon Street, Nottingham, NG1 3DL

Telephone number: (44)115 882 0085

Managing Director: Sam Evans

Managing Director email address: [Sam@gathersocial.co.uk](mailto:Sam@gathersocial.co.uk)

Data protection lead: Sam Evans

Data protection lead email address: [Sam@gathersocial.co.uk](mailto:Sam@gathersocial.co.uk)

### **1.2 Purpose of the data processing and the lawful basis for the processing**

Gather Social processes personal data supplied directly by our clients. For the purposes of connecting social media accounts into Buffer a 3rd party software application, we from time to time require usernames and passwords. The legitimate interest for processing this personal data is to allow us to connect accounts into a platform to allow us to deliver our contractual service. When we have access to personal data, it is shared with us using a password protected file. The data we require for facilitating this service is username and password.

Gather Social Ltd does not process any personal data other than for the above-stated reason.

The data which we hold is for our current clients and consists of:

Person - Name

Person - Phone

Person - Email

Person - Role

Person - Twitter

Person - Job title

Person – LinkedIn

Other information about your relationship with Gather Social and/or the projects you are interested in or are involved in may be kept alongside this information

### **1.3 Who will personal data be shared with?**

Gather Social Ltd will not share your personal data outside of Gather Social Ltd.

### **1.4 Transfer of personal data to another country**

Gather Social uses only software or third-party data processors that do not transfer personal data outside of the EEA, or that have the Privacy Shield to be compliant with the GDPR and ensure the security of your personal data. Google Facebook, Buffer, LinkedIn, Twitter, Dropbox and Basecamp all comply with the EU-US Privacy Shield Frameworks. Adhering to the Privacy Shield Principles ensures that an organisation provides adequate privacy protection under the GDPR.

### **1.5 What Data do we hold.**

Gather Social Ltd doesn't collect personally identifiable data such as email addresses for the use of marketing purposes. We don't do any email marketing campaigns and don't do any direct to prospect mailing campaigns. We do use Google Analytics, Facebook Pixel, LinkedIn cookies, and Twitter cookies.

Facebook Ads: This website uses the Facebook advertising Pixel to allow Us to influence the adverts you see on Facebook and Instagram. We also use Facebook's Analytics platform to better understand users of our website. The privacy policy can be found

<https://www.facebook.com/policies/cookies/>

LinkedIn installs cookies on your Browser in order to track your browsing activity, optimise Our advertising campaigns and provide Us with campaign analytics.

<https://www.linkedin.com/legal/cookie-table>

Through using Our Site Google will install a number of cookies on your browser. These cookies will be a mixture of unique IDs for identification purposes and cookies set to remember your preferences across Google products. In all cases, this cookie information is likely to be used to optimise adverts you see around the internet and will allow Us to target you with adverts after you leave our website. We also use Google Analytics to optimise user journeys through our website and to run performance reporting on how users behave on our website.

<https://policies.google.com/technologies/types>

Twitter installs cookies on your Browser in order to track your behaviour on our website and to report on Our advertising campaign analytics.

<https://help.twitter.com/en/rules-and-policies/twitter-cookies>

### **1.6 Our Work for clients:**

Businesses that utilize Gather Social Ltd's services must demonstrate to us that data they may wish to use in a campaign is GDPR compliant. Each company is responsible for complying with the GDPR, just as they are responsible for complying with the laws that apply to them today.

Gather Social won't comply with the use of any data for a marketing campaign if it isn't GDPR compliant.

### **How Can You Access Your Data?**

You have the right to ask for a copy of any of your personal data held by us (where such data is held). Under the GDPR, no fee is payable and We will provide any and all information in

response to your request free of charge. Please contact us for more details at [admin@gathersocail.co.uk](mailto:admin@gathersocail.co.uk)