# Privacy policy

Red Kettle Media Limited

## 1. About this policy

This policy explains how Red Kettle Media Limited ("RKM", "we", "us") collects and uses personal information about visitors to redkettlemedia.co.uk, people who enquire about our services, newsletter subscribers, clients and relevant business contacts identified through publicly available sources.

It explains what we collect, why we use it, who can receive it, how long we keep it and your rights. Separate information may apply where we handle data for a client's campaign or in connection with employment.

## 2. Who is responsible for your information?

Red Kettle Media Limited is the controller of the personal information described in this policy. We decide why and how it is used.

- **Address:** 55 Allerton Road, Liverpool, L25 7RF, United Kingdom
- **Website:** https://redkettlemedia.co.uk/
- **Privacy email:** info@redkettlemedia.co.uk

You can contact us about privacy, your rights or a complaint by email, by post at the address above or through our website contact form. Please identify your request as a data protection enquiry.

## 3. What information do we collect?

**Enquiries:** first and last name, company name, telephone number, email address, message and any other information you choose to provide. The website contact form sends your information directly to our inbox by email. We do not store form submissions on the website server.

**Newsletter subscriptions:** email address, subscription preferences and records of permission, including when and how you subscribed. The signup form passes this information to Mailchimp.

**Business relationships and prospects:** relevant names, job titles, organisations, business contact details, correspondence, source references and marketing preferences.

**Website use:** when you visit our site, our hosting server automatically records basic technical information such as your IP address, browser type, device type, the pages you visit and the date and time of your visit. If you accept cookies, we may also collect information about how you use the site, such as how you arrived and which pages you view. We use this to keep the site secure and working properly, and to understand how it is used. We do not use it to identify you personally. See section 7 for more about cookies.

Please avoid including sensitive personal information in an enquiry unless it is necessary. We will assess the appropriate additional legal condition before processing special category information.

## 4. How we obtain information

We obtain information directly when you use our forms, subscribe, contact us or work with us. Our hosting and website services may collect technical information when you visit.

We also research relevant professional contacts on publicly available organisational websites. We may collect a person's name, role, organisation and published business contact details to assess whether our services are relevant. We record the source and collection date. You can ask which source we used for your details.

Where we obtain information indirectly, we provide privacy information within a reasonable period and no later than one month after obtaining it, or at our first communication or disclosure if that occurs sooner, unless a valid legal exception applies.

## 5. Why we use information and our legal bases

| Purpose | Legal basis |
|---|---|
| Answer enquiries, communicate and manage professional relationships | Legitimate interests in responding to enquiries and running our business. Where necessary to enter into or perform a contract with you personally, performance of that contract. |
| Send newsletters and other opt-in marketing through Mailchimp | Consent. You can withdraw it at any time. |
| Research relevant professional prospects and make permitted business introductions | Legitimate interests in developing business relationships, following an assessment of necessity, relevance and the effect on individuals. Electronic marketing rules also apply. |
| Operate and protect our website and systems | Legitimate interests in maintaining secure and reliable services; consent for cookies or tracking where required. |
| Maintain accounts and meet applicable legal requirements | Legal obligation where a specific requirement applies. |
| Keep consent, complaint and suppression records | Legitimate interests in demonstrating our practices and respecting preferences; legal obligation where applicable. |

Where we rely on legitimate interests, we consider your interests and rights and use information only where our assessment supports that use. You can ask about the assessment and object as explained below.

If information is necessary to answer an enquiry or provide a service and you do not supply it, we may be unable to complete that request. Subscribing to marketing is optional.

## 6. Marketing and Mailchimp

We use Mailchimp to manage subscriptions and send RKM news, insights and information about our services to people who have given permission. Mailchimp processes relevant contact details, preferences, consent evidence and delivery, bounce and unsubscribe records.

A publicly listed email address, an enquiry, opening an email or clicking a link does not by itself constitute consent to receive newsletters. We do not upload publicly researched prospect lists to Mailchimp. A contact may be added after providing a direct, valid opt-in to RKM marketing.

For other business introductions, we assess both data protection law and the electronic marketing rules. Rules depend on the recipient's legal status. Where consent is required, we obtain it unless a valid legal exception applies. Using a personal email account does not change those requirements.

You can stop marketing at any time using the unsubscribe link, replying to a direct message or contacting us. We stop the relevant marketing and retain a minimal suppression record so that we respect your choice. Withdrawal of consent does not affect processing that was lawful before withdrawal.

## 7. Cookies and other website technologies

Our website uses cookies. These are small files stored on your device; similar technologies may store or access information on it.

We ask for consent before using cookies or similar technologies where the law requires it. Our cookie information explains the technologies in use, their providers, purposes, durations and controls. You can view it, and change your choices at any time, by clicking **"Manage consent"** at the bottom of any page. Browser settings can also manage cookies, although restricting necessary cookies may affect website features.

Not consenting, or withdrawing consent, may affect certain features and functions of the site.

**Meta, Facebook and Instagram:** we do not currently use the Meta Pixel or related Meta advertising tracking on this website. We may consider these tools in future to measure advertising and reach relevant audiences. Before activating them, we will update this policy and our cookie information to explain the data collected, purposes, recipients, retention and international transfers, and obtain consent where required. This statement is not a request for, or evidence of, consent to future tracking.

## 8. Who receives your information?

Our website developer owns and operates the hosting server. RKM remains responsible for the uses described in this policy. Where the developer hosts or supports the site on our instructions, it acts as a processor and may access technical records, such as server logs, to deliver those services.

- **Website developer and host:** App Loyalty Ltd
- **Server location:** London, United Kingdom

Mailchimp receives newsletter information to provide our email marketing services. Other recipients may include professional advisers and public authorities where necessary for advice, legal obligations or legal claims.

We give providers access only as needed for their role and put appropriate contractual arrangements in place. If a provider processes information for its own purposes, its own privacy information may also apply.

For any further enquiries about who receives your information, please email info@redkettlemedia.co.uk.

## 9. International transfers

Mailchimp is a US-based service and may process information in the United States and other countries where it or its subprocessors operate. Its data processing terms provide transfer safeguards, including applicable adequacy arrangements and standard contractual clauses with the UK Addendum where required.

For any restricted transfer outside the UK, we ensure an applicable adequacy decision or another appropriate transfer safeguard is in place. You can contact us for information about the safeguards and, where available, a copy.

## 10. Security and retention

We use appropriate technical and organisational measures to protect personal information and limit access to those who need it. These measures also cover information held in our email systems and with our service providers. No online system can guarantee absolute security.

We retain information only for as long as needed for the relevant purpose, considering legal requirements, disputes and your preferences. Our retention periods or criteria are:

| Record | Period or review criterion |
|---|---|
| Enquiries and correspondence | 12 months after the last meaningful contact. |
| Client and accounting records | Six years after the project or relationship ends, subject to contractual requirements or ongoing disputes. |
| Newsletter details and consent evidence | While you are subscribed, with an annual review to remove unnecessary or outdated information. After you unsubscribe, we keep only what is needed to show you gave permission, for three years. |
| Publicly sourced prospect records | Reviewed annually; deleted after 12 months without meaningful contact, unless there is a documented continuing need. |

| Record | Period or review criterion |
|---|---|
| Suppression records, complaints and logs | Three years after resolution, longer where a dispute requires it. |
| Website backups | Rolling daily backups, each renewed every 30 days. |

## 11. Your rights

Depending on the circumstances, you can request access to your personal information, correction of inaccurate information, erasure, restriction of processing and transfer of certain information to you or another provider. You can object to processing based on legitimate interests and withdraw consent where we rely on it.

You have an absolute right to object to use of your personal information for direct marketing, including related profiling. We will stop that use when you object. Other rights can be subject to legal conditions or exceptions.

Contact us using section 2. We may request information reasonably needed to verify your identity or clarify a request. We normally respond within one month. Where the law permits an extension, pause or other adjustment to the deadline, we explain it. We normally make no charge; a lawful fee or refusal may apply to manifestly unfounded or excessive requests.

## 12. Complaints

If you are concerned about how we handle information, please contact us using section 2 and tell us what happened and the outcome you seek. We acknowledge data protection complaints within 30 days, investigate appropriately, keep you informed and communicate the outcome without undue delay.

You can also complain to the Information Commissioner's Office (ICO), the UK data protection regulator. You do not have to use our complaints process before contacting the ICO.

- **ICO website:** https://ico.org.uk/make-a-complaint/
- **Telephone:** 0303 123 1113
- **Address:** Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

## 13. Changes to this policy

We review this policy when our data practices change and publish the current version on our website. Where appropriate, we notify affected people about material changes. Please let us know if your contact details change.

Last updated: 2 November 2026