



Dreams Agency Ltd Privacy Policy

Dreams Agency Ltd are committed to protecting and respecting your privacy.

This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. We keep certain basic information when you visit our website and recognise the importance of keeping that information secure and letting you know what we will do with it.

This policy has been updated to comply with General Data Protection Regulation (also known as the GDPR).

The data controller is Dreams Agency Ltd, Buckwell Lane, Clifton upon Dunsmore CV23 OBJ

This policy only applies to this site. If you leave this site via a link or otherwise, you will be subject to the policy of that website provider. We have no control over that policy or the terms of the website and you should check their policy before continuing to access the site.

Information we may collect from you

We may collect and process the following data about you:

Information that you provide by filling in forms on our site www.dreamsagency.co.uk. This includes information provided at the time of registering to use our site, subscribing to our service or requesting further services. We may also ask you for information when you report a problem with our site.

If you contact us, we may keep a record of that correspondence.

We may also ask you to complete surveys that we use for research purposes, although you do not have to respond to them.

Details of your visits to our site including, but not limited to, traffic data, location data, weblogs, operating system, browser usage and other communication data, whether this is required for our own billing purposes or otherwise and the resources that you access.



IP addresses and cookies

We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration and to report aggregate information to our advertisers. This is statistical data about our users' browsing actions and patterns, and does not identify any individual and we will not collect personal information in this way.

We may obtain information about your general Internet usage by using a cookie file, which is stored on the hard drive of your computer. Cookies contain information that is transferred to your computer's hard drive. They help us to improve our site and to deliver a better and more personalised service.

They enable us:

To estimate our audience size and usage pattern.

To store information about your preferences, and so allow us to customise our site according to your individual interests.

To speed up your searches.

To recognise you when you return to our site.

You may refuse to accept cookies by activating the setting on your browser, which allows you to refuse the setting of cookies. However, if you select this setting you may be unable to access certain parts of our site. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you log on to our site.

Where we store your personal data

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. Such staff maybe engaged in, among other things, the fulfilment of your order, the processing of your payment details and the provision of support services. 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 this privacy policy.

All information you provide to us is stored on secure servers. Any payment transactions will be encrypted. Where we have given you (or where you have chosen) a password, which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.



Unfortunately, the transmission of information via the Internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

Uses made of the information and using your personal information

Personal information which you supply to us may be used in a number of ways, for example:

Customers

- To send you a quotation for the services or similar services you have enquired about.
- For invoice, audit and debt collection services.
- Reminders for the same services or ones you have enquired about.
- To process your booking to enable us to provide the service or products you have requested.
- Data you provide will be passed onto to staff you hire to enable them to carry out the services you have hired them for.

Suppliers and Sub Contractors

- To offer you contracts for the services provided by Dreams Agency Limited
- To evaluate your suitability for the work you have applied, quoted or been contracted for.
- For audit and debt collection services.
- To enable us to pay you for your services.
- To share with our clients who are hiring your services in which you have applied for and information that client may need about you to enable you to carry out the duties you have applied for.

We require your information to enable us to provide you with a quotation or for you to hire our services. Likewise, to be a supplier or sub-contractor of Dreams Agency Limited you are required to tell us who you are. Without this information it will render us unable to provide you with information or quotation for our services or unable to hire your services.

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



To ensure that content from our site is presented in the most effective manner for you and for your computer.

To provide you with information, products or services that you request from us, or which we feel may interest you, where you have consented to be contacted for such purposes.

To carry out our obligations arising from any contracts entered into between you and us.

To allow you to participate in interactive features of our service, when you choose to do so.

To notify you about changes to our service.

Legitimate Interest – Marketing to prospective clients

What is Legitimate Interest?

In short, it is the ability for Dreams Agency and its associated businesses to prove the reasoning behind us contacting prospects based on their industry and job title. Whereby, the companies/individuals we are contacting have an interest in our marketing communications, what we have to offer in terms of our goods, services or products that will essentially benefit the business we are contacting. The receivers on the end of our communications are going to benefit or be interested in what we have to say.

As per GDPR guidelines (Recital 47 GDPR)....

“The processing of personal data for direct marketing purposes may be carried out for a legitimate interest”.

Knowing our market - Dreams Agency and its associated businesses will only market/contact companies that have all ready shown interest in the services we provide. This interest may have been expressed in the following ways....

1. A visit to one of our websites
2. Phone call to our office
3. Previously had a quotation from us
4. Previously arranged business with us.

Marketing to prospective clients – Who will we contact?

In compliance with legitimate interest, Dreams Agency and its associated businesses will understand exactly who our audience is and only contact people/businesses that will truly benefit and have interest in the services we offer. Dreams Agency and its associated businesses will only contact.....



- Individuals or businesses that have either worked with us before or had a quotation from us before.
- Individuals or businesses that have visited our websites showing interest in the services we offer. We will then contact these companies but restrict our marketing to the following people within that company that are the likely decision makers.....

1. Owners/CEO's
2. Sales and marketing directors/managers
3. Buyers
4. Account managers and account handlers
5. Event managers and event coordinators
6. Business development managers

Disclosure of your information

We may disclose your personal information to third parties:

In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.

If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

How long we keep your data

We are required under UK tax law to keep your basic personal data (name, contact details) for a minimum of 6 years after which time it will be destroyed. Your information we use for marketing purposes will be kept with us until you notify us that you no longer wish to receive this information.

Your rights

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data.



Your rights under General Data Protection Regulation are: -

- Rectification
- Erasure
- Restrict processing
- Object to processing
- Data portability
- Complain
- Withdraw consent

You can also exercise the right at any time by contacting us at Dreams Agency Ltd, Buckwell Lane, Clifton upon Dunsmore CV23 OBJ

Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

Access to information

The Act gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act. Any access request may be subject to a fee of £10 to meet our costs in providing you with details of the information we hold about you.

If you would like a copy of some or all of your personal information, please email or write to us at the following address. We want to make sure that your personal information is accurate and up to date. You may ask us to correct or remove information you think is inaccurate.

Changes to our privacy policy

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. However, we advise that you check this page regularly to keep up to date with any necessary changes. This policy was last updated on 21st June 2019.

Contact

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed Dreams Agency Ltd, Buckwell Lane, Clifton upon Dunsmore CV23 OBJ