

PRIVACY POLICY

Big Top PR Ltd exists to provide marketing communications services to its clients. As such, we are fundamentally a business that shares information between people and organisations and that, naturally, involves handling personal data and information.

Data protection is a high priority for us and always has been. We collect and process journalist data for our legitimate interest to allow us to provide our services to clients. These services serve the interests of both our clients, who wish to share information about their organisations with the media and their customers, and journalists who wish to keep informed on what is happening in the sectors they cover.

We collect information about journalists and the media outlets they represent directly through our relationships with them, and through third-party opt-in services such as Gorkana.

We use that information to send journalists information about our clients that we believe is relevant to them to pursue our legitimate business interests in providing our services to our clients.

We may share this information with third-party data processors (i.e. associate freelancers contracted to Big Top PR Ltd), who are our suppliers and who provide us with services as outlined above and on our website (www.bigtop-pr.co.uk).

Personal data of journalists will be kept for no longer than is necessary, and that period of time will be determined with reference to applicable statutory limitation periods in your jurisdiction.

If we hold your data, you have rights under data protection law in relation to how we use it.

If you would like to access this data, or you wish us to amend or delete this data, please email datateam@bigtop-pr.co.uk at any time. We will ensure your requests are dealt with promptly and efficiently.

You can also ask to be removed from our database at any time by emailing unsubscribe@bigtop-pr.co.uk.

If you have any other questions, please contact us at any time at hello@bigtop-pr.co.uk or on 07736 330676.