

Definitions

Personal Data means any information relating to an identified or identifiable individual.

Data Controller means the organisation that determines why and how personal data is processed.

Data Processor means an organisation that processes personal data on behalf of a Data Controller.

Contact Us

Trading as Concrete Communications®
ICO Registration Number: ZB941084

✉ olivia@concretecomms.net

If you have any questions about this Privacy Policy or wish to exercise your data protection rights, please contact us using the details above.

Who We Are

Concrete Communications® is the trading name of Velvet Gibbon Limited.

Concrete Communications® has been providing digital marketing, public relations and communications services since 2016. Since April 2022, the business has operated through Velvet Gibbon Limited, which owns the registered Concrete Communications® trademark and logo.

Depending on the services we provide, Velvet Gibbon Limited acts either as a Data Controller for our own business activities or as a Data Processor when processing personal data on behalf of our clients.

Privacy Policy



Information We Collect

Depending on how you interact with us, we may collect:

Information You Provide

- Name
- Email address
- Telephone number
- Company name
- Job title
- Postal address
- Information submitted through enquiry forms
- Correspondence with us
- Any other information you voluntarily provide

When you visit our website, we may automatically collect:

- IP address
- Browser type and version
- Device information
- Operating system
- Website usage statistics
- Pages visited
- Date and time of visits
- Referral information

This information may be collected through cookies and similar technologies.

How We Use That Information

Where we act as a Data Controller, we use personal information to:

- Respond to enquiries
- Provide our services
- Manage business relationships
- Improve our website and services
- Send our own marketing communications where permitted
- Meet legal and regulatory obligations
- Protect our business from fraud and misuse

Legal Basis for Processing

Where we act as a Data Controller, we process personal data under one or more of the following lawful bases:

- Consent
- Performance of a contract
- Compliance with legal obligations
- Legitimate interests where those interests do not override your rights and freedoms



Client Data and Confidentiality

As part of our digital marketing, public relations, communications, event management and consultancy services, Concrete Communications® processes personal data on behalf of our clients.

Where applicable under the UK General Data Protection Regulation (UK GDPR), Velvet Gibbon Limited acts as a Data Processor, while our clients act as the Data Controllers and are responsible for determining the purposes and means of processing the personal data they provide to us.

Information We Process

The information we process on behalf of our clients may include:

- Customer and prospect contact information
- Event registrations and attendee information
- Marketing mailing lists provided by our clients or collected on their behalf
- Media, journalist and stakeholder contact databases
- Customer Relationship Management (CRM) data
- Campaign reporting, performance metrics and analytics
- Survey responses, competition entries and customer feedback

How We Process Client Data

We process personal data solely in accordance with our clients' documented instructions and only for the purpose of delivering the services we have been engaged to provide. Our clients are responsible for ensuring they have a lawful basis for collecting, processing and sharing personal data with us, obtaining any necessary consents, complying with applicable data protection and marketing legislation, and responding to requests from individuals regarding their personal data, unless we are required to assist under our contractual or legal obligations.

We do not determine the purposes for which our clients' personal data is processed unless we are acting as an independent Data Controller for our own business activities.

Confidentiality and Security

Confidentiality is fundamental to the way we operate. We treat all commercially sensitive information and personal data entrusted to us in the strictest confidence.

Concrete Communications does not buy, sell, rent, licence or otherwise trade marketing mailing lists or personal data. Any mailing lists we process are supplied by our clients, collected on their behalf with the appropriate authority, or obtained through lawful, fair and transparent means.

We never use our clients' data for our own marketing activities or for any purpose other than delivering the services we have been instructed to provide.

Access to client information is restricted to authorised personnel and trusted service providers who require access to deliver the agreed services and who are bound by appropriate confidentiality and data protection obligations. We maintain appropriate technical and organisational security measures to protect client information against unauthorised access, disclosure, alteration, loss or destruction.

Retention of Client Data

Upon completion or termination of our services, client information will be returned, retained or securely deleted in accordance with contractual obligations, legal requirements and our clients' documented instructions.



Marketing by Concrete Communications®

Where we send marketing communications about our own services, we do so in accordance with UK GDPR, PECR and other applicable legislation. You can unsubscribe at any time using the link included in our emails or by contacting us directly.

International Transfers

Where personal data is transferred outside the United Kingdom, we will ensure appropriate safeguards are in place in accordance with UK GDPR.

Data Security

We implement appropriate technical and organisational measures designed to protect personal information from accidental loss, unauthorised access, misuse, alteration or disclosure.

Data Breaches

If we become aware of a personal data breach affecting information we process on behalf of our clients, we will notify the relevant client without undue delay and provide reasonable assistance in meeting any legal reporting obligations where required.

Data Retention

We retain personal information only for as long as necessary to:

- Deliver our services
- Meet contractual obligations
- Comply with legal requirements
- Resolve disputes
- Protect our legal rights

When information is no longer required, it will be securely deleted or anonymised.

Marketing on Behalf of Our Clients

Concrete Communications® manages marketing communications on behalf of our clients, acting solely as a service provider in accordance with their documented instructions. Our clients, as the Data Controllers, remain responsible for ensuring a lawful basis for marketing activities, obtaining any required consents, and maintaining marketing preferences.

If you no longer wish to receive marketing communications sent on behalf of one of our clients, you can unsubscribe at any time using the link provided in the communication or contact the relevant client directly to update your preferences or exercise your data protection rights.

Where appropriate, we will assist our clients in processing unsubscribe requests and other data protection requests in accordance with UK GDPR and our contractual obligations.

Sharing Personal Information

Where necessary, we may share personal information with trusted third-party providers including:

- Website hosting providers
- Cloud storage providers
- CRM providers
- Professional advisers
- IT support providers
- Legal or regulatory authorities where required by law

All providers are required to process information securely and in accordance with applicable data protection legislation.



Your Rights

Where we act as a Data Controller, you have the right to:

- Access your personal data
- Request correction of inaccurate information
- Request deletion of your personal data
- Restrict processing
- Object to processing
- Request data portability where applicable
- Withdraw consent where processing is based on consent
- Lodge a complaint with the Information Commissioner's Office (ICO)

Where we process personal data on behalf of our clients, requests relating to that information should normally be directed to the relevant client as the Data Controller. We will assist our clients in responding to such requests where required by law or contract.

Cookies

Our website uses cookies and similar technologies to improve functionality, analyse website usage and enhance your experience.

Where required by law, we will obtain your consent before placing non-essential cookies on your device. Please refer to our Cookie Policy for further information.

Third-Party Websites

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of external websites and encourage you to review their privacy policies before providing personal information.

Children's Privacy

Our website and services are intended for businesses and professional users and are not directed at children.

Changes to this Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be published on this page together with the revised "Last Updated" date.

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