



Wessex House, Upper Market Street, Eastleigh, SO50 9FD

Tel: 02380 100655

Email: info@themarketing-collective.com

The Marketing Collective - Website Privacy & Cookie Policy

Key details

This website privacy policy describes how The Marketing Collective (TMC) protects and makes use of the information you give when you use this website or one of TMC's client websites that they manage and control. If you are asked to provide information when using this website, it will only be used in the ways described in this privacy policy.

If you have any questions about this policy, please:

Email info@themarketing-collective.com

Write to: The Marketing Collective, Wessex House, Upper Market Street, Eastleigh, SO50 9FD

Phone: 02380 001655.

What is personal data?

Personal data is information that can be used to help identify an individual, such as name, address, phone number or email address.

Introduction

The Marketing Collective (TMC) is both a controller and processor of personal data for some businesses that they work with, these are highlighted below. We also collect information to better understand how visitors use this website and to present timely, relevant information to them. (this refers to the Cookie Policy detailed below).

What data we gather from you

Hampshire's Top Attractions (HTA) ([view their privacy policy on their website here](#))

TMC manage the HTA brand on behalf of the members to this association. TMC process personal data that a user inputs into this website (when signing up to a newsletter) to ensure the request of the user is met. TMC then control the data to ensure that you are only ever sent what you opt in for. If you have opted-in to the newsletters, you will automatically be entered onto a list via their newsletter service provider: Mailchimp - [you can read their privacy policy here.](#))

The Southampton Guide (TSG) ([view their privacy policy on their website here](#))

TMC manage and own the brand: The Southampton Guide. This is part of the publication: The Southampton Pocket Guide. Within the printed and digital version of the Southampton Pocket Guide we include a competition for users to enter via an online form through The Southampton Guide website.



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If you have opted-in to the newsletters, TMC will input your data directly into the newsletter service provider: Mailchimp - [you can read their privacy policy here.](#))

Houghton Lodge Gardens (HL) ([view their privacy policy on their website here](#))

TMC manage Houghton Lodge Gardens questionnaire inputting. If you visit Houghton Lodge Gardens you can have the option to fill in a questionnaire on site. If you do this, you will be asked to leave personal data on the questionnaire (should you wish to opt-in to HL newsletters). If you have opted-in to the newsletters, TMC will input your data directly into the newsletter service provider: Mailchimp - [you can read their privacy policy here.](#))

Southampton Hoteliers Association ([view their privacy policy on their website here](#))

Oxford Street Traders Association ([view their privacy policy on their website here](#))

Lifestyle Media Group / Catalink.com

By ordering a copy of our brochure you agree that our brochure fulfilment house Lifestyle Media Group Ltd can act as a Data Processor and hold your data for the purpose of dispatching the brochure to you for as long as is deemed necessary to ensure your brochure order is fully processed. View their privacy policy on their website [here](#).

Social Media Competitions

If you enter into a social media competition through the TMC social media channels or any of our clients that we manage above, you will be required to supply some personal data to enter the competition. The data required will be kept for the duration of the competition and then removed afterwards.

[View Facebook privacy policy here.](#)

[View Twitter privacy policy here.](#)

[View Instagram privacy policy here.](#)

How we use this data and how long do we store it for?

Collecting this data helps us to deliver the service you are responding to. We use this data for the purposes explained above and do not share your data outside of the companies detailed above. We will keep your data as long as necessary to fulfil your request or at a time when you ask us to delete it.

Your rights

You can ask us to stop processing your personal data at any time. This may delay or prevent us delivering a service to you. We will try to meet your request but we may be required to hold or process information to meet our legal duties. You are entitled to request access to and a copy of any information



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we hold about you. If you find that the information that The Marketing Collective holds about you is no longer accurate, you have the right to ask to have this corrected.

Cookie Policy

What is a cookie?

A cookie is a small file placed on your computer's hard drive. It enables our website (HTA) to identify your computer as you view different pages on our website. Cookies allow websites and applications to store your preferences in order to present content, options or functions that are specific to you. They also enable us to see information like how many people use the website and what pages they tend to visit. You will have a chance to 'accept' or block cookies on your device at any time, this is detailed below.

How we use cookies

We may use cookies to:

- Analyse our web traffic using an analytics package. Aggregated usage data helps us improve the website structure, design, content and functions.
- Identify whether you are signed in to our website. A cookie allows us to check whether you are signed in to the site.
- Test content on our website. For example, 50% of our users might see one piece of content, the other 50% a different piece of content.
- Store information about your preferences. The website can then present you with information you will find more relevant and interesting.
- To recognise when you return to our website. We may show your relevant content, or provide functionality you used previously.

Cookies do not provide us with access to your computer or any information about you, other than that which you choose to share with us.

Controlling cookies

You can use your web browser's cookie settings to determine how our website uses cookies. If you do not want our website to store cookies on your computer or device, you should set your web browser to refuse cookies. However, please note that doing this may affect how our website functions. Some pages and services may become unavailable to you. Unless you have changed your browser to refuse cookies, our website will issue cookies when you visit it. To learn more about cookies and how they are used, visit **All About Cookies**. We will always hold your information securely.

How to block Cookies



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If you'd prefer to restrict, block or delete cookies from themarketing-collective.com, or any other website, you can use your browser to do this. Each browser is different, so check the 'Help' menu of your particular browser (or your mobile phone's handset manual) to learn how to change your cookie preferences.

Each web browser handles cookie management differently, please follow instructions for your chosen browser:

Chrome

Firefox

IE

Opera

Safari

Controlling information about you

When you register for an account/download a voucher on the Hampshire's Top Attractions website that we manage you will **not** be opting into marketing newsletters. This is just a functionality preference so that we can email your voucher directly to you.

If you have agreed that we can use your information for marketing purposes, you can change your mind easily, via one of these methods:

- Click unsubscribe on any email communication from us
- Send an email to info@themarketing-collective.com

We will never lease, distribute or sell your personal information to third parties unless we have your permission or the law requires us to. Any personal information we hold about you is stored and processed under our data protection policy, in line with the Data Protection Act 1998.

Links from our site

Our website may contain links to other websites. Please note that we have no control of websites outside The Marketing Collective domain. If you provide information to a website to which we link, we are not responsible for its protection and privacy. Always be wary when submitting data to websites. Read the site's data protection and privacy policies fully.

More information

If you would like further information about any of the details in this notice, please contact us by email, phone or post:



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