



PRIVACY NOTICE (2025)

**Pomona Audio Ltd is on the ICO Data Protection Act Register.
ICO registration number: ZB801604**

Privacy Statement

The privacy and security of your information are important to us. This statement explains who we are, the types of information we hold, how we use it, whom we share it with and how long we keep it. It also informs you of certain rights you have regarding your personal information under current data protection law and is based on guidance from the Information Commissioner's Office. You can find out more about the ICO here: <https://ico.org.uk/>.

Data Controller

We are registered as a Data Controller with the Information Commissioner's Office in respect of the products and services we provide to you – registration number ZB801604. You can contact us for general data protection queries by email at kellie@pomonaaudio.co.uk.

What information do we collect?

To enable us to create the audio and visual content necessary for our business operations as well as facilitate logistics and carry out accounting processes, we will, when necessary, collect personal information which may include your name, likeness, email address, telephone number, postal address, date of birth, passport number and payment details (including bank account number and sort code).

How do we use your personal information?

We will use your personal information to:

- Create audio and visual content
- Communicate with you
- Facilitate logistics
- Provide payment to you

We may also take the opportunity to:

- Contact you about services that are closely related to those we already provide
- Provide additional assistance or tips about these services

Notify you of important functionality changes to our websites

Only where you have provided us with consent to do so, we may also from time to time use your information to provide you with details of marketing relating to other products and services from Pomona Audio Ltd.

Securing your personal information

We follow strict security procedures in storing and disclosing your personal information in line with industry practices, including storage in electronic and paper formats.

We store all the information you provide to us, including information provided via forms you may complete on our websites, and information we may collect from your browsing (such as clicks and page views on our newsletters).

Any new information you provide us may be used to update an existing record we hold for you.

When do we share your information?

We may be required to provide your Personal Data to a third party who is classed as a Data Processor. This is an entity that is required to process some or all of your Personal Data in order for us to be able to provide our services.

While the information you provide may be disclosed to these companies, it will only be used for the provision and administration of the service provided and will not be used for any other purpose.

We will never share your information for any direct marketing of additional services, products etc.

If we provide information to a third party, we will require it and any of its agents and/or suppliers to take all steps reasonably necessary to ensure that your data is treated securely and by this Privacy Statement and the DPA 2018.

We may of course be obliged by law to pass on your information to the police or other law enforcement body.

We may also share your information with anyone you have authorised to deal with us on your behalf.

How long do we keep your information?

We will not keep your personal information longer than is necessary for the purpose for which it was provided unless we are required by law or have other legitimate reasons to keep it for longer (for example if necessary for any legal proceedings).

We will normally keep information for no more than six years after the termination or cancellation of a contract or service we provide.

Your rights

Under data protection law you have the right to change or withdraw your consent and to request details of any personal data that we hold about you.

Where we have no legitimate reason to continue to hold your information, you have the right to be forgotten.

If you wish to inform us of changes in consent for marketing, please contact us at the email or postal address indicated in any recent correspondence or emails you have received from us.

Further details of your rights can be obtained by visiting the ICO website at <https://ico.org.uk/>.

NAME: KELLIE WHILE

ROLE: MANAGING DIRECTOR

DATE: 02/01/2025