

### Introduction

At Worldwide International Ltd t/a Publiship, we are committed to protecting the privacy and personal data of our employees, clients, and website users. This Privacy Policy outlines how we collect, use, disclose, and protect your personal information in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and other applicable privacy laws.

By engaging with us, using our services, or visiting our website, you consent to the collection and use of your personal data as outlined in this policy.

### Scope

This Privacy Policy applies to the processing of personal data collected by us from:

- Employees and job applicants.
- Clients, contractors, and suppliers.
- Website visitors and individuals engaging with us through social media, email, or other channels.

### Data We Collect

Personal Information:

- Name, address, phone number, email address.
- Date of birth, gender, and other demographic data.
- Employment history, qualifications, and references.
- Payment and banking details.
- National Insurance number or other identification details.

Usage Data:

- IP addresses and cookies to monitor website usage.
- Browsing history and preferences on our website.
- Information about device type and operating system.

Sensitive Personal Data:

In certain circumstances, we may collect special category data, such as health information or data relating to race, ethnicity, or criminal background. This data will only be processed where necessary and with your explicit consent, or where required by law.

### How We Use Your Data

We use your personal data for the following purposes:

- Providing services: To deliver services and products requested by clients or customers.
- Employee management: For HR, payroll, benefits, and recruitment purposes.
- Compliance: To meet legal obligations, including tax, health and safety, and data protection requirements.
- Marketing: To send newsletters, promotions, or information about our services (with your consent).

- Improving our website: To enhance user experience and tailor content based on preferences.

Worldwide International Ltd t/a Publiship does not engage in automated decision-making or profiling based on your data without your explicit consent.

### **Legal Basis for Processing**

We process personal data based on the following legal grounds:

- Contractual necessity: To fulfil our contractual obligations to you, such as providing services or processing payments.
- Legitimate interests: For internal administrative purposes, to improve services, or ensure the security of our systems.
- Consent: When you have provided explicit consent for processing, for example, for marketing communications.
- Legal obligation: Where we are required to process data to comply with legal or regulatory obligations.

### **Data Sharing and Disclosure**

Worldwide International Ltd t/a Publiship may share your personal data with:

- Service providers: Third-party vendors who assist in delivering our services (e.g., IT support, payment processors), bound by confidentiality and data protection agreements.
- Legal and regulatory authorities: When required by law or to protect our legal rights.
- Business transfers: In the event of a merger, acquisition, or sale of business assets, your personal data may be transferred to the new owner, subject to confidentiality protections.

We will not sell, rent, or trade your personal information to third parties without your consent.

### **Data Security**

Worldwide International Ltd t/a Publiship implements appropriate technical and organizational measures to safeguard personal data from unauthorized access, loss, or misuse. This includes:

- Encryption of sensitive data.
- Regular security audits and vulnerability assessments.
- Restricted access to personal data based on job roles and responsibilities.

However, please note that no transmission of data over the internet is completely secure, and we cannot guarantee the absolute security of information sent electronically.

### **Data Retention**

We will retain your personal data only for as long as necessary to fulfil the purposes for which it was collected, or as required by law. This means:

- Employee data will be retained for the duration of employment and for a period thereafter, as required by law.
- Customer and transaction data will be stored for as long as required to comply with accounting, legal, or tax obligations.

Once the retention period has passed, we will securely delete or anonymize your personal data.

## **Your Rights**

You have the following rights concerning your personal data:

- Access: Request a copy of the personal data we hold about you.
- Correction: Request to rectify inaccurate or incomplete data.
- Erasure: Request deletion of your personal data (subject to legal obligations).
- Restriction: Request to limit the processing of your data.
- Objection: Object to the processing of your data based on legitimate interests or for marketing purposes.
- Portability: Request to transfer your personal data to another service provider in a machine-readable format.
- Withdraw consent: Where we rely on your consent for processing, you have the right to withdraw it at any time.

To exercise any of these rights, please contact us. We aim to respond to all requests within 30 days.

## **Cookies**

Our website uses cookies to improve user experience and analyse website traffic. Cookies are small text files stored on your device that collect information about how you use our site. You can control cookie preferences via your browser settings, though disabling cookies may affect your ability to use certain features of our site.

## **Third Party Links**

Our website, emails or social media channels may contain links to third-party websites or services. Please be aware that we are not responsible for the privacy practices of these sites. We encourage you to read the privacy policies of any third-party sites before providing any personal data.

## **Contact Us**

If you have any questions or concerns about this Privacy Policy or how your personal data is handled, please contact us.

## **Acknowledgment:**

All employees are required to acknowledge receipt and understanding of this policy.

Worldwide International Ltd T/A Publiship is committed to conducting business ethically and with integrity.

This policy will be reviewed annually or sooner if required due to changes in legislation or business needs. Any amendments will be communicated to employees in a timely manner.

Prepared by: Mark Bartlett | ESG Manager

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Approved by: Sue Kelly | Operations Director