

Privacy Policy

Last updated: April 2026

1. Introduction

Souster PR is a business providing public relations and communications services. This Privacy Policy explains how we collect, use, store, and share your personal information when you visit our website, engage with our services, or otherwise interact with us.

Souster PR is the data controller for the personal information we hold about you. If you have any questions about this policy or our data practices, please contact us using the details in Section 14.

2. Who We Are

Trading name: Souster PR

Address: Bedfordshire, UK

Email: contact@sousterpr.co.uk

Website: <https://www.sousterpr.co.uk>

3. What Personal Data We Collect

We may collect and process the following categories of personal data:

- **Identity data** - your name, job title, and company name.
- **Contact data** - email address, telephone number, and postal address.
- **Communications data** - messages, enquiries, and correspondence you send to us.
- **Technical data** - IP address, browser type and version, time zone, and operating system collected when you visit our website.
- **Usage data** - information about how you use our website (e.g. pages visited, time spent, referring URLs).
- **Marketing preferences** - your preferences for receiving communications from us.

4. How We Collect Your Data

We collect data through the following means:

- **Direct interactions** - when you fill in a contact or enquiry form, send us an email, or call us.
- **Automated technologies** - cookies, server logs, and similar tracking technologies when you browse our website.
- **Third parties** - publicly available sources, referrals, or professional networking platforms such as LinkedIn.

5. Legal Basis for Processing

We will only process your personal data where we have a lawful basis to do so. These include:

Legitimate interests: To operate our business, communicate with clients and contacts, and improve our services, where our interests are not overridden by your rights.

Contract performance: Where we need to process your data to deliver agreed services.

Legal obligation: Where we are required to process your data to comply with applicable law.

Consent: Where you have given us clear consent to contact you for marketing purposes. You may withdraw consent at any time.

6. How We Use Your Personal Data

We use your personal data to:

- Respond to your enquiries and provide our PR and communications services.
- Manage our ongoing client and supplier relationships.
- Send marketing communications where you have opted in, or where we have a legitimate interest to do so.
- Improve and maintain our website and services.
- Comply with legal and regulatory requirements.
- Prevent fraud and ensure the security of our systems.

7. Sharing Your Personal Data

We do not sell, rent, or trade your personal data. We may share your data with:

- **Service providers** - who assist in operating our business (e.g. IT support, email platforms, analytics providers), bound by appropriate data processing agreements.
- **Professional advisers** - such as accountants or legal advisers, where necessary.
- **Regulatory authorities or law enforcement agencies** - where required by law.

Where we transfer data outside the UK or EEA, we ensure appropriate safeguards are in place (e.g. Standard Contractual Clauses or adequacy decisions).

8. How Long We Retain Your Data

We retain personal data only for as long as necessary for the purposes it was collected, or as required by law:

- Client and contact records are retained for up to 7 years after the end of our relationship for legal and accounting purposes.
- Website enquiry data is retained for up to 2 years.
- Marketing opt-in records are retained until you withdraw consent or opt out.

After the applicable retention period, data is securely deleted or anonymised.

9. Your Rights

Under UK GDPR, you have the following rights in relation to your personal data:

- **Right of access** - to request a copy of the data we hold about you.
- **Right to rectification** - to ask us to correct inaccurate or incomplete data.
- **Right to erasure** - to request deletion of your data in certain circumstances.
- **Right to restrict processing** - to ask us to limit how we use your data.
- **Right to data portability** - to receive your data in a structured, machine-readable format.
- **Right to object** - to object to processing based on legitimate interests or for direct marketing.

To exercise any of these rights, please contact us at contact@sousterpr.co.uk. We will respond within one calendar month. You also have the right to lodge a complaint with the Information Commissioner's Office (ICO) at www.ico.org.uk.

10. Cookies

Our website uses cookies to improve your browsing experience. We use the following types of cookies:

- **Strictly necessary cookies** - essential for the website to function.
- **Analytical/performance cookies** - help us understand how visitors use our site (e.g. Google Analytics).
- **Functionality cookies** - allow the website to remember your preferences.

You can control cookies through your browser settings. Please note that disabling certain cookies may affect website functionality.

11. Data Security

We take appropriate technical and organisational measures to protect your personal data against accidental loss, unauthorised access, alteration, or disclosure. However, please be aware that transmission of data over the internet is never completely secure.

12. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of those sites and encourage you to review their respective privacy policies.

13. Portfolio & Case Studies

Unless otherwise agreed in writing, Souster PR reserves the right to reference work undertaken for clients in our portfolio, website, social media, and marketing materials. This may include brand names, campaign summaries, and coverage achieved. Clients may request confidentiality in writing prior to the commencement of work.

14. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated revision date. We encourage you to check back periodically.

15. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or your personal data, please contact:

Souster PR

Bedfordshire, UK

Email: contact@sousterpr.co.uk