

Vicky Burman Communications Ltd privacy policy

Vicky Burman Communications Limited provides a range of editorial and other communication services, including writing, editing and proofreading policies, research studies, reports, case studies, personal profiles, public information (e.g. booklets), website and intranet content and professional guidance.

The business is run by me, Vicky Burman, as the sole director and employee. I therefore act as both data processor and data controller. I do not sub-contract work other than by prior agreement with the client.

My clients are primarily GDPR-compliant public sector organisations such as NHS trusts, government departments and agencies, independent regulators and local authorities, as well as charities and membership bodies. The business operates under the brand name WriteCare in offering specific health and care related communications support.

I do not provide services directly to members of the public, collect financial details (other than to pay my suppliers) or take payment other than by invoicing my clients.

Why do I collect personal information?

Vicky Burman Communications Ltd does not collect personal information for any purpose other than to:

- contact existing and previous clients i.e. individuals with whom I have already communicated about specific projects
- produce written content on behalf of clients, such as personal stories and profiles to illustrate guidance and reports or to feature on websites
- review existing written content (for various internal and external uses) provided by a client for editing or proofreading, or as background to develop new material.

I do not collect personal data for marketing or for general communication such as newsletters or surveys. My websites are intended to provide existing and potential clients with information about my services, and therefore I do not collect IP addresses to collate information on pages viewed or any other analysis.

I do not sell data to third parties or supply it for commercial purposes. Neither do I buy data for direct marketing or similar activities.

What information do I collect and keep?

Generally I only collect personal contact details that enable me to communicate with individual clients (i.e. name, phone numbers and email addresses), including potential clients who contact me through my website.

In the course of communicating with a client (including a delegated member of the client organisation's staff or expert partner) I may also gather other information such as job title, usual location, and details of role and responsibilities.

If I collect more personal information this is at the request of my clients, for example to write or edit case studies and profiles, or to gather anecdotal contributions.

The nature of information I gather from individuals on the client's behalf will depend on the nature of the project I have been contracted to do. For instance, details of the following may be relevant:

- age
- gender
- sexual orientation
- religion or belief
- personal and family medical history
- disability
- parental and/or partnership status
- health and care arrangements
- work history
- personal achievements and responsibilities
- personal opinions and issues.

Data handling process

I mainly work on the assumption that, should a client introduce me to, or ask me to contact, a named individual or group of people for the reasons outlined above, the client will have already gained that person or group's consent to being part of the project and sharing their personal details.

However, I will always check on first contact with any such individual that they are still willing to provide personal information for use in developing written content. Unless advised by the client otherwise, my policy is to always show the individual a draft version so they have the opportunity to delete or amend any details they are, on reflection, uncomfortable with sharing.

Once the agreed content (e.g. case study/profile/article) has been submitted to my client (who holds the copyright of any written information I have been commissioned to produce or work on) I will not share or use the personal information provided in other ways, including any additional details gained while creating the content.

However, if my client makes the finished (and approved) content available in the public domain I may feature this (and appropriately redacted versions of content intended by the client for more discrete audiences) among examples of work in my own marketing, particularly my website.

I have formally agreed specific arrangements with certain clients on the handling of sensitive data – some provide me with a dedicated laptop and access to their own secure systems so that any data I access, or content I produce containing personal information, is managed appropriately in line with their own data protection processes.

Data storage

Data is only held for as long as needed for the purposes it has been collected.

Any information gathered from individuals is normally stored in:

- electronic documents and emails
- notebooks (as shorthand and handwritten notes)
- paper copies.

I retain notes of interviews only for as long as necessary to answer any queries the client and the individual concerned may have, or to elaborate on or amend the draft content. This is normally until the material has been approved and published. The original notes are then shredded.

Paper copies of draft/final content and other related information such as contact details are kept in a lockable filing cabinet in case of future queries, or shredded.

Electronic records are periodically reviewed and deleted if no longer needed or up to date.

Data security

It's worth noting that I mainly work from my office in a domestic property that can be secured and is rarely left unoccupied. No one else uses my personal computer, which is password-protected using LogMeIn.

Content is regularly backed up to secure cloud storage through Carbonite, which has updated its own [privacy policy](#) in line with GDPR requirements.

My personal computer is protected from viruses, malware etc by AVG, Trusteer Endpoint Protection and other applications such as CCleaner and Spybot. My laptop is also protected by AVG.

I do not often work outside the office, but if I do, I make sure any sensitive personal information is secure (e.g. keeping it with me at all times) and cannot be viewed by others.

Some of my suppliers may have limited and occasional access to personal data that I hold on clients and other individuals in the course of providing me with business services. I expect these suppliers to be GDPR compliant and have their own privacy policies.

They include:

- [Fasthosts](#) – which hosts my company and sector websites
- [Digital Eyes Media](#) – which hosts my WriteCare site
- [Quietly Confident Technology](#) – which provides me with IT support
- [Utility Warehouse](#) – which provides my broadband and telecoms service
- [Coates and Partners](#) – my accountants.

Data disposal

I use a DNS security level 4 fine particle cut shredder to destroy notes and paper copies that are no longer required. It can also dispose of CDs and DVDs if required.

Further information

For the purposes of the Data Protection Act 1998 and the General Data Protection Regulations (GDPR), Vicky Burman Communications Ltd acts as both a data processor and data collector.

The company is [registered with the Information Commissioner's Office](#). Its data protection registration reference ZA430217.

You have the right to ask about the data the company holds, and including anything it holds on you. You have the right to ask me to update, correct or erase any of your data.

Any questions regarding this policy and privacy practices should be sent by email to vbeditorial@uwclub.net or by writing to Vicky Burman Communications Ltd, 17 Eaton Road, Rocester, Staffs ST14 5LL, or by telephone to +44 (0) 1889 590804.