

# Privacy Policy for Advertisers

Last Updated: March 2025

Boom Magazine Ltd. ("we," "us," or "our") values the privacy of our advertisers and is committed to protecting their personal and business information. This Privacy Policy outlines how we collect, use, store, and protect advertisers' data in compliance with applicable data protection laws, including the General Data Protection Regulation (GDPR).

## 1. Information We Collect

We may collect the following types of information from advertisers:

- Business Information: Company name, address, industry, and other business details.
- Contact Information: Name, email address, phone number, and job title of relevant company representatives.
- Billing & Payment Information: Invoicing details, payment method (note: we do not store full payment card details, as transactions are processed securely through third-party payment providers).
- Advertising Content & Preferences: Ad materials, campaign preferences, and performance data.

## 2. How We Use Your Information

We collect and process advertisers' data for the following purposes:

- To manage and fulfill advertising contracts.
- To communicate about advertising opportunities, deadlines, and updates.
- To process payments and issue invoices.
- To provide customer support and respond to inquiries.
- To analyse ad performance and improve our services.
- To comply with legal obligations and protect against fraud.

## 3. Data Storage & Security

We implement appropriate security measures to protect your data against unauthorized access, alteration, or disclosure. Your information is stored securely on our servers and is accessible only to authorised personnel.

## 4. Data Sharing & Third Parties

We do not sell or share advertisers' data with third parties for marketing purposes. However, we may share data in the following cases:

- With trusted third-party service providers who assist in payment processing and accounts, advert design and event entry/admission (under strict confidentiality agreements).
- If required by law or to comply with legal obligations.

## 5. Your Rights Under GDPR

As an advertiser, you have the right to:

- Access the personal data we hold about you.
- Request corrections to inaccurate or incomplete information.
- Request the deletion of your personal data, subject to legal and contractual obligations.
- Object to certain types of data processing.
- Withdraw consent for marketing communications at any time.

To exercise these rights, contact us at [info@boommagazine.co.uk](mailto:info@boommagazine.co.uk)

## 6. Data Retention

We retain advertiser information only as long as necessary to fulfill contractual and legal obligations. After this period, data is securely deleted or anonymised.

## 7. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on our website, and significant updates will be communicated directly to advertisers where appropriate.

## 8. Contact Us

For questions about this Privacy Policy or data protection, please contact:

Boom Magazine Ltd (15079010)

Registered office address: Unit 6, Heritage Business Centre, Derby Road, Belper, Derbyshire, England, DE56 1SW

Email: [info@boommagazine.co.uk](mailto:info@boommagazine.co.uk)