



Privacy Policy for Pomona Partners Updates

1. Who We Are

Welcome to Pomona Partners. We are a talent agency for expert speakers and thought leaders. "Pomona Partners" is a trading name of **Pomona Partners Ltd**, a company registered in the United Kingdom (Company Number: 15409426).

This privacy policy explains how we collect, use, and protect your personal information when you subscribe to our email updates, newsletters, or "Events News."

Our registered office address is:

Pomona Partners Ltd 112-114 Witton Street Northwich, Cheshire, United Kingdom, CW9 5NW

For any privacy-related questions, you can contact us at hello@pomona.partners.

2. What Information We Collect

When you subscribe to our updates, we collect the following personal information:

- **Your Email Address**
- **Your Name** (if you provide it)

We collect this information directly from you when you fill out a subscription form on our website (pomona.partners).

3. How We Use Your Information

We use your personal information for the following purposes:

- **To Send You Updates:** To email you our newsletter, which includes updates on new speakers, research into the events sector, news, and advice.
- **To Inform You:** To let you know about our services, upcoming events, and opportunities relevant to your interests in our talent roster.
- **To Communicate:** To respond to your inquiries if you reply to one of our emails.

Our legal basis for processing this information under UK GDPR is your consent, which you give when you actively subscribe to our list.

4. Data Sharing and Third Parties

We do not sell, rent, or trade your personal information with any third parties for their marketing purposes.

We may share your information with trusted third-party service providers who help us manage our email communications. These may include:

- **Email Marketing Platforms** (e.g., Mailchimp, Substack, etc.) to manage our subscription list and send emails.
- **Website Hosting & Analytics Providers** to help us understand our website traffic.

These providers are contractually bound to protect your data and are only permitted to use it to provide services to us.

5. Your Data Protection Rights

Under UK data protection law (UK GDPR), you have rights over your personal data. These include:

- **The Right to Withdraw Consent:** You can unsubscribe from our email list at any time. Every email we send will contain a clear **"Unsubscribe"** link at the bottom.
- **The Right to Access:** You have the right to request a copy of the personal information we hold about you.
- **The Right to Rectification:** You can request that we correct any inaccurate or incomplete information.
- **The Right to Erasure:** You can request that we delete your personal data from our records.

To exercise any of these rights, please contact us at hello@pomona.partners or click the "Unsubscribe" link in any of our emails.

6. Data Security and Retention

We take the security of your data seriously. We use appropriate technical and organisational measures to protect your personal information from loss, misuse, or unauthorised access.

We will keep your personal information for as long as you remain a subscriber to our email list. If you choose to unsubscribe, we will remove your details from our active mailing list in a timely manner.

7. International Data Transfers

If our third-party email provider is based outside the United Kingdom, your data may be transferred and stored in a country outside the UK. When this happens, we will ensure that appropriate safeguards are in place to protect your data, such as using standard contractual clauses approved by the UK's Information Commissioner's Office (ICO).

8. Changes to This Privacy Policy

We may update this policy from time to time to reflect changes in our practices or for legal reasons. We will post any updates on this page and note the "Last Updated" date at the top.

9. How to Complain

If you have any concerns about our use of your personal information, you can make a complaint to us at hello@pomona.partners.

You also have the right to lodge a complaint with the UK's data protection regulator, the **Information Commissioner's Office (ICO)**.

- **Website:** <https://ico.org.uk/concerns>
- **Helpline:** 0303 123 1113

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