



Hand Media International Privacy Policy

Last updated: 28th August 2025

This Privacy Policy applies to all websites operated by Hand Media International Limited, covering digital platforms, event registration pages, and service portals under our management.

1. Information We Collect

Hand Media International Limited may collect personal information when you:

- Register for events (including virtual and in-person).
- Subscribe to newsletters or services (including via Moosend forms).
- Download content or publications.
- Interact with our websites, portals, or digital platforms.

This information may include your name, contact details, company, job title, sector of interest, and stated preferences.

2. How We Use Your Data

We process personal data for the following purposes:

- Hand Media Communications

To send communications relating to events, publications, webinars, services, or offers from Hand Media International or associated brands.

Legal basis: Legitimate Interest.

- Third-Party Partner Marketing

To provide your data to selected third-party partners (such as event sponsors or exhibitors) for their direct marketing, where relevant.

Legal basis: Consent, provided at the point of data submission.

- Event Registrations

Where you register for sponsored events, webinars, or content, we may share your details with the named sponsor or exhibitor. This will be clearly indicated at the point of registration.

- Customer Service, Personalisation, and Analytics

To support customer service, website performance, content personalisation, and analytics.

Information may be shared with trusted third-party providers (e.g., CRM platforms such as Moosend, payment processors, hosting providers, or analytics services) solely to deliver services on our behalf. We do not permit these providers to use your data for any other purpose.

3. International Transfers

Personal information may be stored or processed outside of the United Kingdom or the European Economic Area (EEA). Where this occurs, we ensure data is transferred under appropriate safeguards such as Standard Contractual Clauses.

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4. Data Sharing & Licensing

We may license or share commercial data with partners under agreed terms, where appropriate. You can opt out at the point of data submission or later.

5. Data Retention

We retain personal data only as long as necessary to deliver requested services, or as legally required. For marketing use, personal data will be reviewed every five years for relevance and accuracy.

6. Security

We implement security safeguards to protect personal data from unauthorised access or disclosure, including:

- Encryption (e.g., SSL) for secure transmission.
- Firewalls and intrusion protection (e.g., Wordfence Security).
- Network protection and content delivery safeguards (e.g., Cloudflare).

However, no method of internet transmission can be guaranteed as completely secure.

7. Your Rights

You have the following rights under data protection law:

- Access – Request a copy of your personal data.
- Correction – Request updates or correction of inaccuracies.
- Erasure – Request deletion of your data unless retention is legally required.
- Objection – Object to processing, particularly for marketing.
- Opt-out – Withdraw consent or opt out of communications at any time.

8. Cookies and Similar Technologies

We use cookies and similar technologies across our websites. For full details, please see our Cookie Policy (last updated 28 August 2025).

9. Contact Us

To exercise your rights or raise a privacy concern, please contact:
info@hand-media.com

