

General Privacy Policy

This privacy policy sets out how we use and protect any information that you give us when you use this website.

Serenity Radio is committed to ensuring that your privacy is protected. We are not in the business of selling, and trading email lists with other companies and businesses for marketing purposes. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement. Below we have provided lots of detailed information on when and why we may collect your personal information, how we, use it, and the limited conditions under which may disclose it to others and how we keep it secure.

Serenity Radio may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 17/06/2020.

What we collect

We may collect the following information through interaction our websites:

- Name
- Contact information including home address, phone number email address,
- Demographic information such as post code, preferences and interests;
- Other information relevant to surveys and/or promotions.

Apps

If you have downloaded our app you will be prompted to choose your location so that we can offer you relevant services and content. If you access our App service from a mobile phone or tablet we uniquely identify each instance of the application but we will not be able to personally identify you from this information.

Sharing Information

We will not sell, trade, rent or otherwise pass on your personal information to others, including any personal information that we collect through the use of cookies, except as described here or with prior consent.

If you are signed up to our partnered online dating service, you will be providing your information directly to our 3rd party partner and you should read their privacy policy to fully understand how your personal information might be used. They may share certain information with us, which we would only use for the reasons set out in this Policy.

Only where you have agreed to receive marketing communications from third parties, will we pass on your details for this purpose. We will only provide that 3rd party with the information you have agreed to pass on and nothing more. Details may also be provided to a third party to client partners of the station for fulfilment of a competition prize given away on Serenity Radio.

Website Cookies

Cookies are used to tailor your experience on our website for the following: When entering competitions, receiving location specific content and listening preferences. Cookies are small pieces of information that are stored by your browser on your computer's hard drive. For more information about cookies and how they are used please read our cookie policy via our website.

Google Analytics

When someone visits www.serenityradio.co.uk we use a third-party service, Google Analytics to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website.

Mailing Lists

As a part of the registration process for our e- newsletter, we collect personal information. We use that information for the following reasons: To tell you about things you have asked us to tell you about; To contact you if we need to obtain or provide additional information; To check our records are right and to check every now and then that you're happy and satisfied. We don't rent or trade email lists with other companies and businesses.

Smart Speakers

To see our smart speaker privacy policy, review the policy online.



What we do with the information we gather

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- internal record keeping;
- we may use the information to improve our products and services;
- we may periodically send promotional email about new products, special offers or other information which we think you may find interesting from us or our 3rd party partners using the email address which you have provided;
- from time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, or mail;
- we may use the information to customise the website according to your interests.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure we have put in place physical, electronic and managerial procedures to safeguard and secure the information we collect online. These procedures are managed by our site provider and London Creative(UK) Ltd T/a Serenity Radio Limited Technology team.

Links to other websites

Our website may contain links to enable you to visit other websites of interest easily. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Access and Control of your personal information

Under GDPR, you have the right to access and amend any of their personal data that we hold. You are entitled to view, amend, or delete the personal information that we hold. You can do this by logging into our listener club and either click "cancel your membership" or "forget me". If you have further questions or concerns you can contact us by emailing hello@serenityradio.co.uk

Changes to this Privacy Notice

We reserve the right to change our Privacy Policy and all changes will be posted here. Our Privacy Policy will be reviewed annually. It was last reviewed 17/06/2020

Serenity Radio (UK)

International House, Cromwell Road, London, England, SW7 4EF

Serenity Radio (UK) is a trading name of London Creative(UK) Ltd registered in England & Wales No. 12558181.

hello@serenityradio.co.uk | www.serenityradio.co.uk

