

Schedule - PR Manager Services

1. Journalist data

1.1. The PR Manager platform contains a Media Contact Database, which includes journalist contact details etc and has been curated and is owned by Agent. This database contains the professional profile information of current members of the media and some political figures.

1.2. To be included in the Database, the contact must be a current member of the media (journalist, blogger, vlogger, broadcaster, presenter, producer etc) or be a current politician, and have professional profile which is public (such as a Twitter account, public LinkedIn profile, professional website or be featured on their organisation's website) or which is expressly given to the Data Processor by the contact. The Data Processor reserves the right to exclude any contact (or data from any contact) from The Database should they not satisfy the above criteria.

1.3. While the Agent or its Affiliate aims to take all reasonable steps to maintain and grow the Database, the Agent or its Affiliate accepts no responsibility for loss or damage arising from communications made using any out of date or inaccurate information.

1.4. Full details of our Journalist Privacy Policy can be found here: <https://Agent.com/en-gb/legal/pr-manager-privacypolicy-gdpr-journalists/>

2. The Client's Obligations when using The Database

2.1. Clients who use the Database to communicate in any way (via email, phone call, social media) agree to do so on their own behalf and for the purposes of media relations work only, excluding but not limited to marketing and sales. Clients agree not use this information in any way which is likely to cause harm to the journalists such as (but not limited to) selling or passing on this information to third parties who would use their contact data for unsolicited sales or other approaches not within the remit of media relations and therefore not reasonably expected by members of the media.

2.2. Clients will not use the journalist Database module for commercial gain by selling this data or gaining any other advantage from sharing this data outside of the Agents community of users.

2.3. The Agent reserves the right to terminate Clients who have breached these requirements.

3. Journalist Data Suggested by the Client – Data Processing

3.1. Within PR Manager ('PR Manager'), Clients can log interactions with journalists and political figures and send communications to these contacts. If the contact is not already in The Database provided by the platform, the Client can add in the details of the contact (name, email, publication etc) in order to fulfil the request from the contact or send information to the contact. If the contact is a member of the media and the Client does not want to keep this data up to date themselves, they must mark this contact as "media" within the platform (other options include: media private, stakeholder, investor, Client, community engagement and/or other). Once marked as "media", this information is then shared with the Agent research team who will then research a subset of the information entered by the Client. This subset is limited to: name, email, job title, organisation, phone, mobile & social media links (twitter, Facebook, LinkedIn, Instagram, online website)). Agent researchers will also append other useful information, which our researchers find such as subject areas and other publications they work for. The research team will also rectify mistakes such as spelling mistakes.

3.2. If the Client marks a contact as "media", Agent becomes a data processor for the Client (for a limited time). The below outlines the Data Processing activity.

3.3. Once suggested, the data contact's details will be reviewed by the Agent research team. If the information can be independently verified by the research team, and the contact is a current member of the media, then these verified details together with any independently researched information will be added to The Database in line with GDPR regulations as outlined here: <https://Agent.com/en-gb/legal/pr-manager-privacy-policy-gdpr-journalists/>

Alternatively, if the contact does not meet this criteria, or details cannot be independently verified, then either the entire contacts details or elements of the contacts details will be excluded from the Database.

4. The Client's obligations and rights: The Client must adhere to GDPR when logging the details of a data subject within Agent.

The Client has the right to: (i) Not share contacts with Agent (by tagging them with a non media tag) ; (ii) Change their minds about contacts suggested to Agent (by changing the tags to non-media) ; (iii) To request details of how the decision was made to add or reject the contact.