

DDS Marketing LTD T/A Direct Data Squad, Data Protection Privacy Policy

DDS Marketing LTD of 160 City Road, Kemp House, EC1V 2NX T/A Direct Data Squad (“We” “Our” “Us”) are committed to protecting and respecting your privacy. This policy sets out the basis on which any personal data we collect and, or share about you, will be processed by us. Please read the following carefully to understand the regulations and best practices regarding your personal data and how we will treat it.

For the purpose of the General Data Protection Regulation (the Act), DDS Marketing LTD T/A Direct Data Squad of 160 City Road, Kemp House, EC1V 2NX act as the Data Controller and are registered with the Information Commissioners Office under registration number **ZA547375**.

As a reputable data marketing company offering a wide range of services to our own Clients, to help them to learn more about what you, the Consumer want. We take the issue of your personal data and privacy seriously. As the Data Controller, we will always safeguard your information due to our strict following of the General Data Protection Regulation, and full compliance with the Privacy and Electronic Communications Regulations 2003 (PECR). This ensures that the personal data we collect and share regarding you as an individual is kept safe and only used for the purposes stated at the point of collection.

This Privacy Policy sets out the full purpose on which any personal data we process about you will be processed, stored, how it was obtained and with whom it will be shared. You are strongly advised to read and understand the contents contained in our Privacy Policy.

Information we may process about you:

Name, Address, Telephone Number, Mobile Number, Email Address, Homeowner Status, Marital Status, Date of Birth, Lifestyle Choices, Shopping Trends plus any additional information that you have given through our partners Telephone Survey Calls (OpinionUK)

Legal Basis for Processing:

- We use your consent as a legal basis for processing your freely given personal information for direct marketing; or
- We use legitimate interest as a legal basis for processing your freely given personal information for direct marketing;
- Prior to using legitimate interest as a legal basis for processing, we will complete a Legitimate Impact Assessment, to ensure that your interests are not overridden by ours. We will always ensure that the fundamental rights of all data subjects whose personal details we process are not in any way compromised. We complete a three-part step process to ensure the legitimate interests are balanced between us and you, the data subject.

Where & How Was Your Data Collected:

Opinion UK are the data controller, Opinion UK are a lifestyle survey company, they run marketing campaigns conducting UK Lifestyle surveys and collect opt ins for marketing purposes, we are listed as one of their data processors in their privacy policy which you can view here <https://www.opinionuksurvey.co.uk/privacy.php>

We may process your data in the following ways:

- Your personal data may be used for analytical purposes;
- Your personal data may be used with data received from other sources to improve personalized communications to you;
- Your personal data will be used for data verification, enhancement, profiling and suppression.
- Your data may be shared with our partners and this will be used for direct marketing purposes, to see who we may share your data with, see a list of our partners below, Please note we would only provide your information to ONE partner within a 90 day period.
- You can opt out (withdraw your consent) at any time by emailing compliance@directdatasquad.com with the subject “OPT OUT”, alternatively you can visit our opt out page on our website with link: <https://directdatasquad.com/opting-direct-marketing-compliance/> you will also find advice & information on compliance on this page, we will continue to process minimal information about you should you opt out, using legitimate interest as the lawful basis. This will prevent further direct marketing to you by us;
- You can ask for a copy of the personal data we hold on you by asking for a Subject Access Request, please see more information below on how to contact us to request a copy of the personal data we hold.

We may share your personal data within the following listed companies:

23 TEN LTD
247 Assist UK LTD
Acorn Stairlifts LTD
Active Life LTD
Assure Life LTD
Assured Ltd
B83 Holding LTD
Bee Insured LTD
Be Insured LTD
Best Protect LTD
Blue Water Financial LTD
BTG Home Solutions
CARE2COVER LTD
CARRINGTONS ADVISORY LTD
Combined outsourcing Ltd
Central Insurance LTD
Central Claims Group LTD
Clarity Life LTD
Cover Your Life LTD
Cognition Agency
Club La Costa (UK) Plc
CPS Advisory Ltd
Creative Roof Solutions LTD
Crystal Reviews LTD
Data Sharp LTD
Easy Cover Services LTD
Eco Spray Insulation LTD
Economy Energy Trading Ltd
Electrical Safety Group LTD
Elite Fine Wines Ltd
Empathy UK Funeral Plan
Energy Watchdog LTD
European Environmental Controls Ltd
Fairtrade Home Improvements Ltd
First Call Payment Protection Ltd
FRISK LTD
Funeral Partners Ltd Global Life Distribution (UK) Ltd T/A Promise Life
Genesis Life LTD
Golden Charters Ltd
Great Ormond Street Hospital Children's Charity
Green Star Energy T/A Hudson Energy Supply UK Ltd
Harjinder Singh Private Wealth Management
Harrington Jones Ltd
Health Core PMI Ltd
Health- On-Line Company Uk Ltd
Help Debt Plus
Helplink
Home Alliance Guard Ltd
Home Finance Advice Holdings Ltd as Mortgage Advice Services
Home Logic UK Ltd
Home Marketing Network LTD

Homeshield Direct Ltd
Homestyle Windows Ltd
Hudson Energy Supply UK Ltd
Imperial Wine & Spirits Merchant Ltd
Independent Financial Matters Ltd
Insure Life LTD
Intelligent PMI Ltd
International Multi Media Entertainments Ltd T/A Lotteries.com
Italk Affiliate Telecommunications Ltd
Izaphia Life Ltd
Jason Noakes LTD
Jaguar Land Rover
Late Life Planning Ltd
Leads 2 Business LTD
Lifestyle Renewables LTD
Moneysprite LTD
Money Results LTD
Make WebsiteEasy
MERIDIAN EQUITY RELEASE PARTNERSHIPS LTD
Mortgage Advise Service
Movo Insurance LTD
Mortgages & Insurers Solutions
Multi-Media Entertainments Ltd T/A Lotteries
Muscular Dystrophy UK
National Money Savers
Newhall Publishing Ltd T/A Candis
Niagra Healthcare Ltd
NUKULA Ltd T/A Insure That NTT Fundraising
Octopus Energy Ltd
Octopus Investments
ONLY ONLINE ENERGY LTD
On Energy
Open Media Group Ltd T/A OMG
One Life Group LTD
Organic Insurance Ltd
Outlook Solutions Ltd
PDSA Petaid Enterprises Ltd
Pride Planning
Pebbleworth Resourcing Limited T/A Pebbleworth Business
Utilities
Profile Financial Solutions Ltd
PumaSource India Data Services Private Ltd
RED DOT GROUP NETWORK
Review For You LTD
Safe Glaze UK
Safe Hands Plans Ltd
Saga Personal Finance Ltd
Saint Solar LTD
Save Today
SUNRISE SOLUTIONS GROUP LTD
Satellite 4 U Ltd
Satellite Customer Care Ltd
Satinsure Ltd Satinsure Ltd T/A Insure That
Shoe Lane Press T/A Wordsearch Puzzles

Simplify Digital Ltd
Simply Cover LTD
Smarter Choice Solutions Ltd
Smart-Sure Ltd
Spark Energy Ltd
ST & H Ltd T/A Titan Travel
Stockton Marketing LTD
Silver Time Services LTD T/A Silver Time Legal
Swali Holding LTD
Telefónica UK Ltd T/A O2
The Data Warehouse
The Policy Store
Telephone Switch
The Financial Repayment Service Ltd
Thornton & Baines Legal Ltd
Times Newspapers Ltd T/A Sunday Times and Times
Utilities UK Ltd T/A Direct Save Telecom
Virgin Media Ltd
Waddle Insurance LTD
We Fight Any Claim Ltd
We Insure LTD
Yes Consumer Solutions Ltd
Your Health Covered Ltd
Your Legacy Matters Ltd.
Your Protection LTD
Zubair Policy Experts LTD

Our Clients will be granted restricted processing licenses that allow them to contact you within a period not exceeding 90-days. For one purpose only, that we feel may be relevant to you, based on the information you chose to share with us or our partner Opinion UK

Where we store your personal data:

Your personal data that we process will be securely stored on servers based in the European Economic Area ("EEA"). We use a variety of physical and network security technologies and procedures to help protect Your information from unauthorized access, use, or disclosure.

Data Retention:

We will process your personal data for a period not exceeding 12 months unless it is determined beyond reasonable doubt that your consent remains valid, or if there is a legitimate interest to continue processing. We will during this time ensure your personal data remains accurate, up to date and is processed lawfully and fairly in accordance with this, our Privacy Policy and the current regulatory guidelines.

Your rights in relation to your personal data that we process:

As the information we process about you belongs to you, you have the following rights under the General Data Protection Regulation, the right to;

- Subject Access Request,
- have inaccuracies corrected,
- have information erased,
- prevent direct marketing,
- prevent automated decision-making and profiling, and
- data portability

To enforce your right on any of the above, please use the contact details below.

Subject Access Request and Your Rights:

To request a Subject Access Request, or to call upon your rights in relation to how we are processing your personal data, please write to:

The Compliance Manager

Direct Data Squad

160 City Road

Kemp House

London

EC1V 2NX

Or you can email compliance@directdatasquad.com

In accordance with the current regulatory guidelines, all requests will be dealt with in a time period not exceeding 30 days. Following receipt of your request, we may need to contact you, using the information you disclose within your request to confirm your identity.

For Subject Access Requests – once your identity has been confirmed, you will be told the following:

- What personal data we are processing for you;
- Why we are processing your personal data;
- How your personal data was obtained; and
- With whom your personal data has been shared with

For amendments, deletion or portability of your data – an acknowledgment will be sent to you within the timeframe confirming your request has been carried out.

If you remain unsatisfied with any response you receive from us, you have the right to refer the matter to the Information Commissioner's Office, who will investigate your complaint and provide an independent ruling following their own investigation. To refer your complaint, you should write to:

Information Commissioner's Office Wycliffe
House
Water Lane Wilmslow,
SK9 5AF

Or email casework@ico.gsi.gov.uk