

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 Telephone Survey Calls within our network.

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:

We work with a network of data controllers, your information can be collected online or through telephone surveys, we can always provide proof of where & how we obtained your information.

For us to provide you with information on how & where specifically your data was collected then you will need to request a subject access request, you can do so, free of charge by emailing compliance@directdatasquad.com or calling us on 01202 743 816.

We currently collect data with several brand names depending on the way your information was collected, please see below a list of brand names we are currently using:

UK Lifestyle
Opinion UK
Jack & Gill
Quote 4 Funeral Plan
Go Away Debts
Choices UK

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

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