

## **THE PRIVACY POLICY** (updated 28<sup>th</sup> May 2019)

It is important that you read this privacy policy (the “**Policy**”) carefully before using [www.ZeroOneDatabaseMarketing.com](http://www.ZeroOneDatabaseMarketing.com) (the “**Website**”). Any individual, company or corporate body (“**you**”) who uses the Website consents to the use of their personal information as described in the Policy. ZeroOne Database Marketing Limited trading as ZeroOne (“**ZeroOne**”), is committed to ensuring that your privacy is protected. Any information requested, by which you can be identified when using the Website, will only be used in accordance with the Policy. Please note that ZeroOne Database Marketing Limited reserves the right to revise the Policy at any time by amending this page. Please check this page from time to time to take notice of any such changes.

### **Who we are**

- 1.1 For the purposes of the General Data Protection Regulations, the data controller is ZeroOne Database Marketing Limited. We are registered with the Information Commissioner’s Office with registration number: Z6122457.
- 1.2 ZeroOne Database Marketing Limited is a company registered in England and Wales (registration number 3328046), whose registered office is at Suite 18, The Chubb Buildings, Fryer Street, Wolverhampton, WV1 1HT.
- 1.3 We will only process personal information in accordance with the General Data Protection Regulations, the Privacy and Electronic Communications (EC Directive) Regulations 2003 and any other applicable privacy laws.
- 1.4 If you have any questions in relation to this privacy policy or how we collect, use or store your personal information, you can contact us by emailing [data@ZeroOneDatabaseMarketing.com](mailto:data@ZeroOneDatabaseMarketing.com) or by post at: ZeroOne Database Marketing Limited, Suite 18, The Chubb Buildings, Fryer Street, Wolverhampton, WV1 1HT.

## **PRIVACY POLICY**

### **Information we collect**

ZeroOne Database Marketing Limited may collect the following data from you:

- name and job title
- contact information including:
  - contact email address
  - contact telephone number
  - company name
  - company address

### **How we collect your information**

We may collect information from you via contact forms on our website, email correspondence or telephone calls.

### **How we use the information that we collect**

ZeroOne Database Marketing Limited may use the information that it collects from you for the following purposes:

- to communicate with you if it is necessary for our legitimate business interests (or those of a third party) and these are not overridden by your own rights and interests

- where we need to comply with a legal or regulatory obligations
- to send promotional emails about events, awards or other information we think you may find interesting using the email address that you have provided
- for the continued improvement of our products and services
- to improve the Website and customise it according to your preferences
- to occasionally contact you by email, mail or telephone for market research purposes
- you can opt out of any communication from us at any time, by emailing: [data@ZeroOneDatabaseMarketing.com](mailto:data@ZeroOneDatabaseMarketing.com)

### **Lawful processing**

We must have a lawful reason to process personal data and we always ensure that this is the case. We will only use your personal data for the purposes for which we collected it, unless we fairly consider that we need it for another reason that is compatible with the original purpose. Below are the lawful basis that we use.

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- to perform a contract we are about to enter into or have entered into with you.
- if it is necessary for our legitimate business interests (or those of a third party) and these are not overridden by your own rights and interests.
- where we need to comply with a legal or regulatory obligation.

Below are the lawful basis that we use.

### **Legitimate interest**

In specific situations, we require your data to pursue our legitimate business interests in a way which might reasonably be expected as part of running our business and which does not materially impact your rights, freedom or interests. For example, to develop and manage our business.

### **Legal compliance**

If the law requires us to, we may need to collect and process your data. For example, we can pass on details of people involved in fraud or other criminal activity to the law enforcement agencies.

### **Consent**

In specific situations, we will collect and process your data with your consent. In these circumstances you will always be asked to opt-in and have the option to withdraw your consent at any time.

### **Contractual obligations**

We need your personal data to comply with our contractual business obligations. For example:

- to identify you
- to verify your business

You are not obliged to provide us with all of this information, but if you choose not to, we may be unable to provide the necessary services.

### **Do we share your data?**

With regards to third parties, please see details below of any relevant third party data shares we engage with:

- We use Google analytics/ Tag manager. Visit <https://support.google.com/analytics/answer/6004245> for details
- We use dotmailer webinsights.

### Do you have to provide your personal data?

You do not have to provide your personal details but if you do not supply your business contact details we may be unable to answer your enquiry.

### How long do we keep your data?

Your data will be held for 2 years after the last contact / interaction unless you request an update or deletion.

### How we use cookies

ZeroOneDatabaseMarketing.com currently do not use cookies for any purpose other than running the website. You may delete and block all cookies from this site, but parts of the site will not work.

| Cookie           | Name     | Purpose   |
|------------------|----------|---|
| Google Analytics | _utma    | These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited. |
|                  | _utmb    |   |
|                  | _utmc    |   |
|                  | _utmz    |   |
| ZeroOne.email    | _dmTrack | This cookie is used to collect ROI information for anyone that visits our website after interacting with an email received from our email marketing platform.   |

### Links to other websites

Please note that the Website may contain links to other websites. Once you have used these links to leave the Website, ZeroOne Database Marketing Limited does not have any control over the website you land on (“**Third-Party Websites**”). For this reason, ZeroOne Database Marketing Limited cannot be responsible for the protection and privacy of any information that you provide whilst visiting Third-Party Websites and Third-Party Websites are not governed by this Policy.

### Your information rights: Controlling your personal information

You have a number of rights to information regarding any personal information we hold about you and these are detailed below:

- **the right to be informed** about the collection and use of your personal data.
- **the right of access** to your personal data, and the right to request a copy of the information that we hold about you and supplementary details about that information – you will be asked to provide proof of your identity and residential address, and we may ask you to provide further details to assist us in the provision of such information.
- **the right to have inaccurate personal data that we process about you rectified**
- **the right of erasure** – in certain circumstances you have the right to have personal data that we process about you blocked, erased or destroyed.
- **the right to object to, or restrict:**
  - decisions being taken by automated means which produce legal effects concerning you or that similarly significantly affect you.
  - in certain other situations, to our continued processing of your personal data.

- **the right of portability** of your data in certain circumstances.

If you want to exercise any of the rights detailed in this policy then you can do so via email to [data@ZeroOneDatabaseMarketing.com](mailto:data@ZeroOneDatabaseMarketing.com) or via mail to ZeroOne Database Marketing Limited, Suite 18, The Chubb Buildings, Fryer Street, Wolverhampton, West Midlands, WV11HT.

ZeroOne Database Marketing Limited may use your information for direct marketing purposes, you may change your mind and unsubscribe from the mailing list at any time by contacting [data@ZeroOneDatabaseMarketing.com](mailto:data@ZeroOneDatabaseMarketing.com) and asking for your name and details to be deleted. Please note this may take up to 28 days to action. You can unsubscribe from our email database at any time by clicking the unsubscribe button featured on all our email communications. ZeroOne Database Marketing Limited agrees not to sell, distribute or lease your personal information to third parties unless we have your express permission or are required by law to do so. If you believe that information we are holding about you is incorrect or incomplete, please write to us or email us as soon as possible, at the above address. We will immediately correct any information found to be incorrect.

### **Changes to this privacy policy**

We may change this policy from time to time.

You should check this notice at [www.ZeroOneDatabaseMarketing.com](http://www.ZeroOneDatabaseMarketing.com) occasionally, in order to ensure you are aware of the most recent version.

### **Contact us**

If you have any questions or concerns about the Terms, the Website, the Content, or the Policy, please contact: [data@ZeroOneDatabaseMarketing.com](mailto:data@ZeroOneDatabaseMarketing.com)