

## GDPR Data Protection Privacy Notice

### Marketing

This notice explains what personal data (information) we will hold about you, how we collect it, and how we will use and may share information about you when we utilise marketing to promote our services and company news. We are required to notify you of this information, under data protection legislation. Please ensure that you read this notice (sometimes referred to as a 'privacy notice') and any other similar notice we may provide to you from time to time when we collect or process personal information about you.

### Who collects the information

YRH ('Company') is a 'data controller' and gathers and uses certain information about you and so, in this notice, references to 'we' or 'us' mean the Company.

### Data protection principles

We will comply with the data protection principles when gathering and using personal information, as set out in our *Data Protection Policy*.

### About the information we collect and hold

The table set out in Part A of the Schedule at the end of this Notice summarises the information we collect and hold up to the time when you instruct us that you no longer wish to receive any marketing from the Company. It also shows how and why we use it and with whom it may be shared.

We seek to ensure that our information collection and processing is always proportionate. We will notify you of any changes to information we collect or to the purposes for which we collect and process it.

### Where information may be held

Information may be held at our offices, third party agencies, service providers, representatives and agents.

### How long we keep your information

We keep the personal information that we obtain about you for no longer than is necessary for the purposes for which it is processed. How long we keep your information will depend on whether you opt out of receiving marketing, the nature of the information concerned and the purposes for which it is processed.

We will keep information for no longer than is reasonable. If there is a clear business reason for keeping records for any longer, we may do so but will first consider whether the records can be anonymised. Further details on our approach to information retention and destruction are available in our *Data Retention Policy* and *Data Protection Policy*, which are available upon request.

### Your rights to correct and access your information and to ask for it to be erased

Please contact our Data Protection Team (DPT), who can be contacted via email at [data@yourrighthand.co.uk](mailto:data@yourrighthand.co.uk) if (in accordance with applicable law) you would like to correct or request access to information that we hold relating to you or if you have any questions about this notice. You also have the right to ask our Data Protection Team for some but not all of the information we hold and process to be erased (the 'right to be forgotten') in certain circumstances. Our Data Protection Team will provide you with further information about the right to be forgotten, if you ask for it.

### Keeping your personal information secure

We have appropriate security measures in place to prevent personal information from being accidentally lost, or used or accessed in an unauthorised way. We limit access to your personal information to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

### How to complain

We hope that our Data Protection Team can resolve any query or concern you raise about our use of your information. If not, contact the Information Commissioner at <https://ico.org.uk/concerns/> or telephone: 0303 123 1113 for further information about your rights and how to make a formal complaint.

### Schedule: about the information we collect and hold

## Part A Marketing Communications

The information we collect	How we collect the information	Why we collect the information	How we use and may share the information
<b>Your name and contact details (ie your name, business name, business address, phone numbers, business email address)</b>	From a third party data processor (ie. A company who sells contact lists of individuals who are open to receive third party emails from similar businesses, or those offering similar services.)	Legitimate Interest: To engage with you to see if you have any interest in our services or company. The lists we purchase are carefully managed to ensure wherever possible, we only approach those businesses that are identified as being of the correct size in terms of staff/turnover, and potentially sector, that could benefit from our services.	To enable YRH to contact you to invite you to find out more about how our company and the services that we offer could potentially benefit your business. We use automated email marketing software to manage our email campaigns so your name and business email address would be shared with the third party who own this software. This organisation has in place strict controls over their privacy and have provided us with sufficient evidence that they are fully compliant with all data protection laws, including GDPR
<b>Your name and contact details (ie your name, business name, business address, phone numbers, business email address)</b>	From you (ie. You completed a contact us form on our website or Pay Per Click landing page, you called our phone number requesting further information or you connected with a member of staff, or a principal, consultant, agent or contractor representing YRH on LinkedIn.)	Legitimate Interest: To respond to your request for provision of information and explore your potential interest in our services or company.	To enable YRH to contact you to provide information on our company and the services that we offer and identify how they could potentially benefit your business. We use automated email marketing software to manage our email campaigns so your name and business email address would be shared with the third party who own this software. This organisation has in place strict controls over privacy and have provided us with sufficient evidence that they are fully compliant with all data protection laws, including GDPR.
<b>Your name and contact details (ie your name, business name, business address, phone numbers, business email address)</b>	From a third party data processor (ie. A company who sells contact lists of individuals who are open to receive third party emails from similar businesses, or those offering similar services.)	Legitimate interest: To further engage with you to see if you currently have any interest in our services or company. We would have previously contacted you and you did not unsubscribe to our initial marketing communications. The lists we purchase are carefully managed to ensure wherever possible, we only approach those businesses that are identified as being of the correct size in terms of staff/turnover, and potentially sector, that could benefit from our services.	To enable YRH to contact you as and when we deem it appropriate after our first contact to again invite you to find out more about how our company and the services that we offer could potentially benefit your business. We use automated email marketing software to manage our email campaigns so your name and business email address would be shared with the third party who own this software. This organisation has in place strict controls over privacy and have provided us with sufficient evidence that they are fully compliant with all data protection laws, including GDPR.
<b>Your name and contact details (ie your name, business name, business address, phone numbers,</b>	From you (ie. You completed a contact us form on our website or Pay Per Click landing page, you called our phone number requesting further information or you connected with a	Legitimate Interest: To follow-up on our initial response to your request for provision of information and explore your current potential interest in our services or company.	We use automated email marketing software to manage our email campaigns so your name and business email address would be shared with the third party who own this software. This organisation has in

<b>business email address)</b>	member of staff, or a principal, consultant, agent or contractor representing YRH on LinkedIn.)		place strict controls over privacy and have provided us with sufficient evidence that they are fully compliant with all data protection laws, including GDPR.
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We fully comply with Data Protection legislation and your rights with regard to any and all data that we hold on you. At any time you are able to unsubscribe from the Company's marketing activities. You can do this by clicking on the unsubscribe link which appears within our automated email campaigns (this automatically removes you from all future marketing email communications) or by emailing us at [helloyourrighthand.co.uk](mailto:helloyourrighthand.co.uk) and asking to be unsubscribed (at which point, it is a manual process to update your record and we will do so within the legal time frame). For full details please refer to our Data Protection Policy which can be obtained by emailing our Data Protection Team at [data@yourrighthand.co.uk](mailto:data@yourrighthand.co.uk).