

Privacy Policy

Introduction

Database Marketing Counsel (DMC) is a consultancy practice operated by Michael Collins as a sole trader. DMC will occasionally use personal information to contact you regarding current projects for which you or your organisation are clients or prospective clients or about new services or topical issues addressed by the consultancy services offered. This policy explains how we collect and use your personal information.

This fair processing notice explains why the business collects information about you and how that information may be used.

Examples of your personal information would include your name, address, telephone number and email address as well as information regarding your business interests, etc.

By using the website or providing DMC with your personal information you are agreeing to this policy.

This Privacy Policy only relates to personal information collected via the website contact form or from:

- Phoning DMC
- writing to DMC
- sending an email or text message or communication via a social media site
- using DMC's services
- participation in a collaborative activity
- participation in a research project
- participation in events
- business cards provided to us by you
- your details being given by your employer as being the person with whom we should conduct business

This Privacy Policy does not apply to personal information provided to us via any other website. Clients and enquirers should be aware that if they access other websites, using any links provided, these are outside our control. If you provide personal information to other companies, the privacy policies of those companies determine how the information is used and this Privacy Policy will no longer apply.

About the practice

In this Privacy Policy, references to DMC or we or us etc are to Michael Collins t/a Database Marketing Counsel of 21 Silverdale Road, Bushey WD23 2LY who will be the controller of any personal data processed as described in this Privacy Policy.

How is information collected?

DMC may collect information about you whenever you interact with us, for example, when you enquire regarding services, etc. In addition, DMC collects aggregated or anonymous information when people visit the website or social media pages and view and interact with the content.

What information is collected?

Your data

When you interact, you may be asked to provide your name, address, email address, telephone number, and details of business areas or issues in which you are interested. Some, or all, of this information may be collected when you visit our website and complete an on-line form.

Third party data

Any data provided by a client containing personal details of their own contacts for data analysis by DMC will be provided under a specific agreement of confidentiality and data security and will be deleted from all DMC systems once the project has been completed.

How is your information used?

We may use your information in a number of ways and for a number of purposes including:

- To provide you with information or services that you have requested from us or that we feel may be of interest to you
- To provide you with information about our work or our activities
- To invite you to participate in events or training, either as an attendee, speaker, sponsor or other contributor
- For administrative purposes (for example, we may contact you regarding your account)
- For internal record keeping relating to any feedback or complaints
- To contact you where you have been identified as a contact person for an organisation (either a client or prospective client, supplier or partner), (if we obtain your contact details in this way, we will only use them to contact you in your capacity as a representative of that organisation)
- To distribute our newsletter(s)
- To analyse and improve the operation of our website
- To comply with legal and regulatory requirements

If you provide personal data for a certain purpose, we may use the personal data in connection with the purpose for which it was provided. For instance, if you contact us by e-mail, we will use the personal data you provide to answer your question or resolve your problem and will respond to the email address from which the contact came.

Marketing

We may use the information you have provided us with to contact you for marketing purposes by email if you have specifically provided your consent to us for us to do so. We may also send you service communications via email, for example where you place an order for services, or to advise you of your eligibility to take advantage of services if you are an employee of a member organisation.

We promise to make all reasonable efforts to keep your details secure and as required by law, we will never share your details with other organisations to use for their own marketing purposes.

All new contacts will be specifically asked to consent to our contacting them for marketing and information services. If consent is declined, we will no longer contact them for marketing or information purposes.

You can withdraw your consent to be contacted by DMC at any time. Should you wish to change your communication preferences, you can do this at any time, by contacting us at the addresses/numbers shown at the end of this policy.

Consent and Legitimate Interests

By giving us your personal information, you consent to us collecting and using that information in the ways that we describe in this privacy policy and / or that you have specifically consented to.

Where we need your specific consent, we will always ensure that you are as fully informed as possible at the time on what we do with your information, with whom it may be shared and how long we will keep it. This is in line with the requirements of the relevant legislation. You can alter your preferences or withdraw your consent at any time as described below.

A Legitimate Interests Assessment has been carried out and it is established that there is a balanced Legitimate Interest in place with regard to those employees of client, prospect and partner organisations or supplier organisations, sole traders, event attendees and other contacts with whom DMC has a relationship, so that we may continue to process this data without the further or renewed consent of the data subject, who may withdraw consent at any time by contacting us.

Sharing of your information

Your information will not be disclosed to any third party without your permission unless there are exceptional circumstances or where the law requires information to be passed on; however some data may be stored with a third party, for example the website hosting provider or the operator of the email platform, which may be an overseas facility who demonstrate compliance with the relevant legislation.

Holding and storing your information

DMC retains personal information we collect from you where there is an ongoing legitimate service need or to comply with applicable legal, tax or accounting requirements. You have a right to be 'forgotten' so when the practice has no ongoing legitimate business or clinical need to process your personal information it will be deleted where this does not affect our ability to comply with applicable legal, tax or accounting requirements.

Your rights and accessing your personal data

You have a right to ask for processing of your personal information to be stopped, and if it's not necessary for the purpose you provided it.

You have a right to ask for copies of the personal information held about you, and details of how that information is used. If there are any discrepancies in the information provided, please let us know and they will be corrected.

You can also update your personal information by contacting the consultancy.

In relation to all of these rights, please email Michael Collins at mc@dmcounsel.co.uk in the first instance, outlining your specific request. You will then be advised of the process. This will, as a minimum, involve supplying us with proof of your identity to ensure that we only provide personal information to the right person.

You have a right to complain to a data protection authority about our collection and use of your personal information. For more information, please contact your local data protection authority.

Cookies

Cookies are small, often encrypted text files, located in your browser directories. They are used by web developers to help users navigate their websites efficiently and perform certain functions. Due to their core role of enhancing/enabling usability or site processes, disabling cookies may prevent users from using certain websites.

There are different types of cookies, each used to do different things such as allowing you to navigate between pages on a website efficiently, remembering your preferences, or storing your username, account passwords or the contents of your shopping cart.

Most web browsers automatically accept cookies, but you can disable this function by changing the settings in your browser. To find out more about cookies including what they are, how to control them or how to delete them, please visit www.aboutcookies.org.

Cookies are not used on DMC's website other than for Google Analytics; this stores non-specific information and the data collected is anonymous.

Contact

The Data Controller is Michael Collins

If you have any questions, comments or complaints about this Privacy Policy, please contact him using the details below:

Postal address: 21 Silverdale Road, Bushey, Herts WD23 2LY

Email: mc@dmcounsel.co.uk

Tel: 07958 648014

Changes to the privacy policy

This Privacy Policy may be updated or amended from time to time, to comply with law or to meet changing operational requirements. Any updates or amendments will be posted on the website www.dmcounsel.co.uk. This privacy policy is to be read in conjunction with any terms of business provided for any specific project or work undertaken by DMC.

This policy was last updated on 24th May 2018.