



**ResearchBods<sup>®</sup>**

**THE CUSTOMER AGENCY**

DRIVEN BY CURIOSITY  
POWERED BY TECHNOLOGY

**PRIVACY NOTICE – MARKETING CRM**

May 2018

## ResearchBods – Privacy Notice for our Marketing CRM

### Who are we?

We are **Research Bods Online Limited**. Our company no. is **7642707** and our registered office is at 4<sup>th</sup> Floor, 21 Queen Street, Leeds, LS1 2TW. We are the controller of your personal information. This means that we are responsible for deciding how we hold and use your personal information. We are required under data protection law to tell you the things set out in this Notice.

If you have any questions or concerns about this Notice, or about how we are using your personal information, please contact our Data Protection Officer who can be contacted by email at [dpo@researchbods.com](mailto:dpo@researchbods.com) or by calling 0113 246 9994.

### What is this Privacy Notice about?

This Notice tells you how we use your personal information when we are contacting you to send you marketing information.

### This Notice answers the following questions:

- What personal information do we collect about you?
- How do we use your personal information and what is our legal ground for using it?
- Do we use your personal information to make automated decisions?
- How long will we keep your personal information?
- Who will we share your personal information with?
- Will we transfer your personal information outside the EEA?
- What rights do I have over my personal information?
- How we'll tell you about changes to this Notice
- How to contact us

### What personal information do we collect about you?

We will collect, store and use the following personal information about you when we are sending you marketing information: your name, email address, work address, work telephone number, mobile number, job title, organisation you work for (if applicable), department you work in, sector, and any other information you provide to us through your contact with us.

### How do we use your personal information and what is our legal ground for using it?

We have set out below how we use your personal information. In addition, we have set out our legal grounds to use your personal information as we need to tell you this under data protection law.

We will collect, store and use your personal information as follows:

- Where you are an individual in one of our client organisations: to contact you about projects; to send you information about our products, services and events; and to send you news and views newsletters and industry pieces;
- Where you are an individual in an organisation that is one of our potential clients to: send you information about our products, services and events; and to send you news and views newsletters and industry pieces;
- Where you are an individual in an organisation that is one of our suppliers or partner agencies or potential partner agencies to: send you information about our products, services and events; and to send you news and views newsletters and industry pieces;

Our legal grounds for these uses is that it is in our legitimate interests to market our business.

- Where you are an individual who subscribes to receive marketing information via our website: to send you information about our products, services and events; and to send you news and views newsletters and industry pieces.

Our legal grounds for this use is that we have obtained your consent to send you marketing communications when you signed up to receive marketing communications via our website.

We ensure that we are compliant with marketing laws and we will carry out marketing based on our legitimate interests or consent (as applicable) in accordance with the General Data Protection Regulation and the Privacy and Electronic Communications Regulation.

### **How long will we keep your personal information?**

We will keep the personal information that we have about you for marketing purposes for the following periods:

- Where you are an individual in one of our client organisations: 2 years from the date our contract with your organisation has ended.
- Where you are an individual in an organisation that is one of our potential clients: 2 years from the date you last opened a marketing communication from us.
- Where you are an individual in an organisation that is one of our suppliers or partner agencies or potential partner agencies: 2 years from the date you last opened a marketing communication from us.
- Where you are an individual who subscribes to receive marketing information via our website: we will hold your personal information until you unsubscribe from receiving marketing communications from us.

If a dispute arises between us, we will hold on to your personal information so that we can deal with the dispute and this may mean that we keep your personal information for longer than these periods.

We will ensure that your personal information is securely deleted after the periods stated above.

### **Who will we share your personal information with?**

We will only share the personal information that you give us with the following third parties and for the following reasons:

- **With external consultants we use to provide marketing support:** We use reputable third parties to assist with our marketing activities. They may access your personal information to the extent that they need to in order to provide their services to us. The legal ground for this is that it is in our legitimate interests to be able to use reputable third parties to assist us with carrying out marketing;
- **With third parties that provide marketing software:** We use reputable third parties to provide the software that we use to carry out our marketing activities. They may access your personal information to the extent that they need to in order to provide their services to us. The legal ground for this is that it is in our legitimate interests to be able to use reputable third party software to assist us with carrying out marketing;

- **With third parties that provide or support our IT systems:** We use reputable third parties to provide us with our IT systems and support for them. They may access your personal information to the extent that they need to in order to provide their services or provide support to us. The legal ground for this is that it is in our legitimate interests to be able to use reputable third parties to provide appropriate IT systems to us and to fix issues with our IT systems;
- **With a company that we merge with or transfer our business assets to:** If we sell all or part of our business, or merge with another company, we may transfer personal information that we have collected as described in this Notice, along with our other business assets, to the company that we are selling to or merging with. The legal ground for this is that it is in our legitimate interests to be able to merge or sell our business;
- **With entities, companies or individuals outside ResearchBods for legal reasons:** We will share your personal information with entities, companies or individuals outside ResearchBods where it is necessary to comply with any law, rule, regulation, legal procedure or governmental request that is applicable to us. The legal ground for this is that sharing your personal information in this way is necessary in order for us to comply with our legal obligations;
- **With entities, companies or individuals outside ResearchBods to obtain advice:** We also share your personal information with external professional advisors such as lawyers or accountants in order to take advice and for the purposes of legal and tribunal proceedings. The legal ground for this is that it is in our legitimate interests as a business to be able to obtain professional advice from our external advisors about issues that may arise within our business.

#### **Will we transfer your personal information outside the European Economic Area?**

We store your personal information in the United Kingdom or in countries within the European Economic Area ("EEA").

We will only transfer your personal information outside the EEA where our third party service providers who we share personal information with (as set out above) are based outside the EEA, have support services located outside the EEA or host personal information outside the EEA.

We only transfer your personal information outside the EEA where we have a legal ground for doing so and where we ensure that your personal information is protected to the same standard as it would be protected in the UK. We do this by entering into data sharing agreements with the recipients of your personal information based outside the EEA which comply with the EU Commission's standard clauses for the transfer of personal information, or where the third party is based in the US and is part of the US Privacy Shield.

If you would like further details about our transfer of your personal information outside the EEA please contact our Data Protection Officer using the contact details at the start of this Notice.

#### **What rights do I have over my personal information?**

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), (the UK regulator for data protection issues, please see <https://ico.org.uk/>). We would, however, appreciate the chance to deal with your concerns before you approach the ICO and so, if you are happy to do so, please contact Data Protection Officer in the first instance and we will try to resolve your issues.

You have a number of rights over your personal information, which are:

- where our use of your personal information is based on your consent, the right to withdraw your consent at any time;
- the right to ask us what personal information we have about you and to have a copy of your personal information from us;
- the right to ask us to correct any errors in your personal information;
- the right to ask us to review and explain our legitimate interests to you;
- the right to ask us to delete your personal information where: (i) our processing of your personal information is based on consent, you withdraw that consent and we have no other legal basis to use your personal information; (ii) we don't need your personal information anymore; (iii) you have asked us to review and explain our legitimate interests to you and we don't actually have a valid legitimate interest to do what we are doing; (iv) our use of your personal information is illegal; (v) we have to delete your personal information to comply with our legal obligations;
- the right to ask us to restrict the use that we are making of your personal information where: (i) you don't think the personal information we have about you is correct, so that we can check if it is correct; (ii) what we are doing with your personal information is illegal but you would rather we stop using your personal information rather than delete it; (iii) we don't need your personal information anymore, but you need us to keep it so that you can exercise any legal rights; and (iv) you have asked us to review and explain our legitimate interests to you, so that we can check whether we actually have a valid legitimate interest to do what we are doing; and
- the right, where our use of your personal information is carried out for the purposes of an agreement with us and is carried out by automated means, to ask us to provide you with a copy of your personal information in a structured, commonly used, machine readable format.

If you want to exercise any of your rights over your personal information, please contact our Data Protection Officer by email at [dpo@researchbods.com](mailto:dpo@researchbods.com) or by calling 0113 246 9994.

### **How we'll tell you about changes to this Notice?**

We keep this Notice under regular review. Any changes we make to this Notice in the future will be available on our website at [www.researchbods.com](http://www.researchbods.com) and if the changes will have an effect on you or the way we use your personal information, we will bring them to your attention by email where appropriate. Please check back frequently to see any updates or changes to this Notice.

### **How to contact us**

If you have any questions about this Notice or about the ways we use your personal information, please contact us by email at [dpo@researchbods.com](mailto:dpo@researchbods.com), by calling 0113 246 9994 or by writing to us at DPO, ResearchBods, 4<sup>th</sup> Floor, 21 Queen Street, Leeds, LS1 2TW.