

Direct Marketing Privacy Notice

Background

This statement sets out how Mackenzie Grey Limited (“Mackenzie Grey”) handles personal information in compliance with the Privacy and Electronic Communications Regulations and the General Data Protection Regulations (the “Regulations”).

We recognise that the correct and lawful processing of personal data is important and integral to our successful operations and to maintaining the trust of the people we deal with. We fully endorse and adhere to the principles set out under the Regulations.

For the purposes of this statement, the term “personal data” shall refer to personal data.

Our Data Protection Officer is Nick Aronin who can be contacted at nick@mackenziegrey.org

Our ICO registration number is ZA420676.

Purpose and legal basis for processing the personal data

The personal data that Mackenzie Grey will hold is limited to your name, business address, telephone number and email address.

Mackenzie Grey will not share this information with any other parties.

Mackenzie Grey holds and processes your data for the purpose of marketing our services to you at your business provided you have not opted out from receiving such communication.

Mackenzie Grey will hold and process your data for as long as it remains pertinent to market our services to your business in accordance with our retention policy.

Mackenzie Grey, as data controller, will be processing data in accordance with its legitimate interest. We will therefore hold and process your data on this legal basis. You may object to the processing of your personal data on this basis and opt out at any time.

Individual Rights

Mackenzie Grey will fully respect your rights under the Regulations including:

- - You have the right to make a subject access request for free and which can be made electronically.
- - You have the right to make a subject access request to verify the lawfulness of the processing we are carrying out.
- - We will respond to your subject access request within one month of you making it.
- - You have the right to withdraw consent to the use of your data and ask for your data to be erased.
- - You have the right to withhold personal data if disclosure would adversely affect the rights and freedoms of others.
- - You may obtain your personal information from us, except in limited circumstances.
- - You have the right to complain to the supervisory authority whose contact details are set out below.

Complaints

Complaints relating to breaches of the Regulations and/or complaints that an individual's personal data is not being processed in line with the Data Protection Principles will be managed and processed by Mackenzie Grey's Company Secretary.

All complaints should be sent to the Company Secretary at:
companysecretary@mackenziegrey.org

Without prejudice to any administrative or judicial remedy, you have the right to lodge a complaint with the supervisory authority, the Information Commissioner's Office (ICO), if you consider that the processing of your personal data infringes the principles of the Regulations. Their address is as follows:

Information Commissioner's Office,
Wycliffe House,
Water Lane,
Wilmslow,
Cheshire,
SK9 5AF