

The Data Warehouse, Data Protection Privacy Policy

DDS Marketing LTD T/A The Data Warehouse (“We” “Our” “Us”) are committed to protecting and respecting your privacy. This policy sets out the basis on which any personal data we collect and, or share about you, will be processed by us. Please read the following carefully to understand the regulations and best practices regarding your personal data and how we will treat it.

For the purpose of the General Data Protection Regulation (the Act), The Data Warehouse of 160 City Road, Kemp House, EC1V 2NX act as the Data Controller and are registered with the Information Commissioners Office under registration number **ZA547375**.

As a reputable data marketing company offering a wide range of services to our own Clients, to help them to learn more about what you, the Consumer want. We take the issue of your personal data and privacy seriously. As the Data Controller, we will always safeguard your information due to our strict following of the General Data Protection Regulation, and full compliance with the Privacy and Electronic Communications Regulations 2003 (PECR). This ensures that the personal data we collect and share regarding you as an individual is kept safe and only used for the purposes stated at the point of collection.

This Privacy Policy sets out the full purpose on which any personal data we process about you will be processed, stored, how it was obtained and with whom it will be shared. You are strongly advised to read and understand the contents contained in our Privacy Policy.

Information we may process about you:

Name, Address, Telephone Number, Mobile Number, Email Address, Homeowner Status, Marital Status, Date of Birth, Lifestyle Choices, Shopping Trends plus any additional information that you have given through our partners Telephone Survey Calls (Opinion UK)

Legal Basis for Processing:

- We use your consent as a legal basis for processing your freely given personal information for direct marketing; or
- We use legitimate interest as a legal basis for processing your freely given personal information for direct marketing;
- Prior to using legitimate interest as a legal basis for processing, we will complete a Legitimate Impact Assessment, to ensure that your interests are not overridden by ours. We will always ensure that the fundamental rights of all data subjects whose personal details we process are not in any way compromised. We complete a three-part step process to ensure the legitimate interests are balanced between us and you, the data subject.

We may process your data in the following ways:

- Your personal data may be used for analytical purposes;
- Your personal data may used with data received from other sources to improve personalised communications to you;
- Your personal data will be used for data verification, enhancement, profiling and suppression;
- You can opt out (withdraw your consent) at any time by emailing compliance@thedatawarehouse.co.uk with the subject “OPT OUT”, if you cannot email then feel free to give us a call, we will continue to process minimal information about you should you opt out, using legitimate interest as the lawful basis. This will prevent further direct marketing to you by us;
- You can ask for a copy of the personal data we hold on you by asking for a Subject Access Request, you should submit your request using the contact details below.

We may share your personal data within the following listed companies:

23 TEN LTD
247 Assist UK LTD
Acorn Stairlifts LTD
Active Life LTD
Assure Life LTD
Assured Ltd
B83 Holding LTD
Bee Insured LTD
Best Protect LTD
Blue Water Financial LTD
BTG Home Solutions
Central Claims Group LTD
Clarity Life LTD
Club La Costa (UK) Plc
CPS Advisory Ltd for
Creative Roof Solutions LTD
Crystal Reviews LTD
Data Sharp LTD
Eco Spray Insulation LTD
Economy Energy Trading Ltd
Electrical Safety Group LTD
Elite Fine Wines Ltd
Empathy UK Funeral Plan
Energy Watchdog LTD
European Environmental Controls Ltd
Fairtrade Home Improvements Ltd
First Call Payment Protection Ltd
FRISK LTD
Funeral Partners Ltd Global Life Distribution (UK) Ltd T/A Promis Life
Genesis Life LTD
Golden Charters Ltd
Great Ormond Street Hospital Children's Charity
Green Star Energy T/A Hudson Energy Supply UK Ltd
Harrington Jones Ltd
Health Core PMI Ltd
Health- On-Line Company Uk Ltd
Help Debt Plus
Helplink
Home Alliance Guard Ltd
Home Finance Advice Holdings Ltd as Mortgage Advice Services
Home Logic UK Ltd
Home Marketing Network LTD
Homeshield Direct Ltd
Homestyle Windows Ltd

Hudson Energy Supply UK Ltd
Imperial Wine & Spirits Merchant Ltd
Independent Financial Matters Ltd
Insure Life LTD
Intelligent PMI Ltd
International Multi Media Entertainments Ltd T/A Lotteries.com
Italk Affiliate Telecommunications Ltd
Izaphia Life Ltd
Jason Noakes LTD
Late Life Planning Ltd
Leads 2 Business LTD
Lifestyle Renewables LTD
Moneysprite LTD
Mortagage Advise Service
Movo Insurance LTD
Multi-Media Entertainments Ltd T/A Lotteries
Muscular Dystrophy UK
National Money Savers
Newhall Publishing Ltd T/A Candis
Niagra Healthcare Ltd
NUKULA Ltd T/A Insure That NTT Fundraising
Octopus Energy Ltd
Octopus Investments
On Energy
Open Media Group Ltd T/A OMG
Organic Insurance Ltd
PDSA Petaid Enterprises Ltd
Pride Planning
Profile Financial Solutions Ltd
PumaSource India Data Services Private Ltd
RED DOT GROUP NETWORK
Review For You LTD
Safe Glaze UK
Safe Hands Plans Ltd
Saga Personal Finance Ltd
Saint Solar LTD
Satellite 4 U Ltd
Satellite Customer Care Ltd
Satinsure Ltd Satinsure Ltd T/A Insure That
Shoe Lane Press T/A Wordsearch Puzzles
Simplify Digital Ltd
Simply Cover LTD
Smarter Choice Solutions Ltd
Smart-Sure Ltd
Spark Energy Ltd
ST & H Ltd T/A Titan Travel

Stockton Marketing LTD
Swali Holding LTD
Telefónica UK Ltd T/A O2
Telephone Switch
The Financial Repayment Service Ltd
Thornton & Baines Legal Ltd
Times Newspapers Ltd T/A Sunday Times and Times
Utilities UK Ltd T/A Direct Save Telecom
Virgin Media Ltd
Waddle Insurance LTD
We Fight Any Claim Ltd
We Insure LTD
Yes Consumer Solutions Ltd
Your Health Covered Ltd
Your Legacy Matters Ltd.
Your Protection LTD
Zubair Policy Experts LTD

Our Clients will be granted restricted processing licenses that allow them to contact you within a period not exceeding 90-days. For one purpose only, that we feel may be relevant to you, based on the information you chose to share with us or our partner Opinion UK.

Where we store your personal data:

Your personal data that we process will be securely stored on servers based in the European Economic Area (“EEA”). We use a variety of physical and network security technologies and procedures to help protect Your information from unauthorized access, use, or disclosure.

Data Retention:

We will process your personal data for a period not exceeding 12 months unless it is determined beyond reasonable doubt that your consent remains valid, or if there is a legitimate interest to continue processing. We will during this time ensure your personal data remains accurate, up to date and is processed lawfully and fairly in accordance with this, our Privacy Policy and the current regulatory guidelines.

Your rights in relation to your personal data that we process:

As the information we process about you belongs to you, you have the following rights under the General Data Protection Regulation, the right to;

- Subject Access Request,
- have inaccuracies corrected,
- have information erased,
- prevent direct marketing,
- prevent automated decision-making and profiling, and
- data portability

To enforce your right on any of the above, please use the contact details below.

Subject Access Request and Your Rights:

To request a Subject Access Request, or to call upon your rights in relation to how we are processing your personal data, please write to:

The Compliance Manager

The Data Warehouse

160 City Road

Kemp House

London

EC1V 2NX

Or you can email compliance@thedatawarehouse.co.uk

In accordance with the current regulatory guidelines, all requests will be dealt with in a time period not exceeding 30 days. Following receipt of your request, we may need to contact you, using the information you disclose within your request to confirm your identity.

For Subject Access Requests – once your identity has been confirmed, you will be told the following:

- What personal data we are processing for you;
- Why we are processing your personal data;
- How your personal data was obtained; and
- With whom your personal data has been shared with

For amendments, deletion or portability of your data – an acknowledgment will be sent to you within the timeframe confirming your request has been carried out.

If you remain unsatisfied with any response you receive from us, you have the right to refer the matter to the Information Commissioner's Office, who will investigate your complaint and provide an independent ruling following their own investigation. To refer your complaint, you should write to:

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

Or email casework@ico.gsi.gov.uk