

## **GDPR – General Data Protection Regulation**

Pinpoint Marketing Consultancy Ltd is committed to protecting and respecting the privacy of our clients and suppliers. The rules on processing personal data are changing under GDPR and these rules will affect how we deal with your personal and company information.

Detailed information can be found on our Privacy policy -

<https://pinpointmarketingconsultancy.co.uk/privacy-and-cookie-policy/>

So here is what you need to know from Pinpoint:

### **The purpose of processing your personal data**

We use your name, email address and so on to manage our business relationship with you.

### **What personal data is involved**

In general, it is only your full name, company name, email address and phone number

### **What is our legal basis for processing your data**

Consent and legitimate business interests

### **Sharing your personal data**

We treat your data confidentially and will only be shared with your permission for introductions, referrals etc or for financial/HMRC purposes.

### **How long will we keep your data for**

Please refer to the privacy policy, which mentions our retention policy

### **Your rights and data**

You have the right to view/ask for the data we hold on you. Email us and we will supply this to you

### **Further information**

For any questions, email [info@pinpointmarketingconsultancy.co.uk](mailto:info@pinpointmarketingconsultancy.co.uk)

Pinpoint Marketing is registered with the ICO

## USEFUL LINKS

Check with the ICO regarding your needs/self-assessment link <https://ico.org.uk/for-organisations/resources-and-support/data-protection-self-assessment/>

Read this pdf outlining what is data protection and does it apply to your business? <http://www.dbxuk.com/wp-content/uploads/2017/02/Basic-Data-Protection-15122016.pdf>

Read this background blog from the ICO - <https://ico.org.uk/for-organisations/business/guide-to-the-general-data-protection-regulation-gdpr-faqs/>