

PRIVACY NOTICE FOR THE PROCESSING OF PERSONAL DATA

1 **Contact details:** Adare International Limited's contact details are as follows:

Post: Lilly House
Priestley Road,
Basingstoke,
RG24 9LZ

Telephone: +44 (0)1256 631 600

If you have any questions relating to the use of your personal data or this Privacy Notice, you can contact our data privacy manager by:

Post: Data Protection Manager,
Lilly House,
Priestley Road,
Basingstoke,
RG24 9LZ

Email: dataprotection@adareinternational.com

2 **Personal Information Collected:**

We wish to collect the information below about you during the registering for information on our products and services.

- Your name
- Your company name
- Department
- Work email address

3 **Sources of Information:**

This information is provided by you as part of the process of signing up for information on our products and services by email.

4 **Why do we collect personal information (the purpose):**

We require your personal information to be able to send you relevant information by email on our products and services. The items we will send to you will include:

- Whitepapers
- Industry insight reports
- Industry news relating to marketing services
- News relating to Adare International and our products and services.

Your personal data will be stored in our Customer Relationship Management (CRM) system for as long as we your consent for processing your personal data.

5 What is our legal basis for processing your personal data:

The legal basis we are using for the processing of your personal information is consent. By consenting you are giving us permission to process your personal data for the purpose identified.

Where consent is provided you can withdraw your consent at any time by unsubscribing from our email-marketing platform or contacting data protection representatives.

6 How we use special category personal information:

We do not require any special categories of personal information to be collected for this purpose.

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8 Information that we share:

In order to send you relevant emails we will utilise third party solutions to send marketing emails. We ensure that any partner organisation we use has the relevant and necessary controls in place to ensure your personal data is protected and compliant with the relevant legislation.

The partners we utilise for this purpose are:

Organisation	Safeguards in place to protect your personal data	Retrieve a copy of the safeguards in place here:
Campaign Monitor, USA	Review of data protection policies and security measures. Attestation of GDPR compliance	https://www.campaignmonitor.com/trust/
Enable Technologies, UK	Review of data protection policies and security measures.	info@enable.services

9 Retention of your information:

We will retain your personal information whilst the purpose of processing remains valid and we continue to have a legal basis for processing. Any data retained by us will be deleted within a maximum timeframe of 30 days where we have no further legal basis for the personal data.

10 Where your information will be held:

Your information will be stored and processed in both the UK and the USA under the appropriate controls to ensure the security of your personal data.

11 Automated decision-making:

We have no automated decision making in the stated purposes of processing.

12 Your rights:

You have the following rights in connection to your data: the rights of access, correction, erasure, objection, restriction, transfer, and the right to withdraw consent and to complain to a Supervisory Authority.

13 Complaints:

In the event that you wish to make a complaint about how your personal data is being processed by Adare International (or third parties as described in 8 above), or how your complaint has been handled, you have the right to lodge a complaint directly with the supervisory authority and Adare International's data protection representatives.

The details for each of these contacts are:

	Supervisory authority contact details	Data Protection Representatives
Contact Name:	Information Commissioners Office (ICO)	Data Protection Manager
Address line 1:	Wycliffe House	Lilly House
Address line 2:	Water Lane	Priestley Road
Address line 3:	Wilmslow	Basingstoke
Address line 4:	Cheshire	Hampshire
Address line 5:	SK9 5AF	RG24 9NL
Email:	registration@ico.org.uk	dataprotection@adareinternational.com
Telephone:	0303 123 1113	+44 (0)1256 631 600