



Privacy Policy

The purpose of this policy is to provide an explanation as to how the DM Focus Group uses personal data provided to us and that we collect. We ensure we use your information in accordance with all applicable laws concerning the protection of personal data.

The DM Focus Group includes DM Focus Lists Limited and DM Focus Limited, collectively referred to in this document as “DM Focus”. Where this policy refers to “we”, “our” or “us” below, unless it mentions otherwise, it’s referring to the DM Focus Group.

DM Focus Lists Limited is registered in England under company number 13215959, ICO Number ZB004798.

DM Focus Limited is registered in England under company number 05047066, ICO Number Z8642679.

Registered office for both limited companies: 53 Dyer Street, Cirencester, GL7 2PP.

If you would like to find out more information about how your data is processed please contact our Data Protection Officer by email at data@dmfocus.co.uk or at the following address: 53 Dyer Street, Cirencester, GL7 2PP.

1. WHAT PERSONAL INFORMATION WE HOLD

We collect your contact information such as full name, company name email address postal address and telephone number when you email or call as with an enquiry. We may also collect your details from publicly available sources such as LinkedIn.

As a marketing agency, DM Focus also receive data from client and supplier Controllers for the provision of marketing services. This means a Controller will send us a file of data and we process it to produce a marketing communication, such as a direct mail piece. All data is held securely and is not retained for longer than necessary.

The personal data we collect will be used for the following purposes:

- Dealing with enquiries and requests about our services
- Sending information about our services which are applicable to you in your role
- Requesting information about your services and/or goods which are applicable to our company and/or clients
- Providing outbound marketing services on behalf of a client who has contracted us to work for them.

Our legal basis for processing of your personal data is:



- Where it is necessary to meet contractual obligations entered into by you
- Where it is necessary for purposes of our legitimate interests in relation to goods and/or services that you use and/or supply in your role
- Fulfilment of contractual obligations to client Controllers.

Where we use legitimate interest:

- In response to an enquiry from you about our services
- For the purposes of promoting our services via direct marketing which are relevant to you in your role
- Enquiring about your goods and/or services which are applicable to our company and/or clients.

2. IF WE HOLD YOUR DATA ON BEHALF OF ANOTHER ORGANISATION

If you are a customer of a company that uses our services to process your data, that company is the Data Controller and is responsible for determining how they use your data and for what purpose(s). We will only process data according to terms agreed with the Data Controller when they contracted us to work for them as a Data Processor.

If you would like further information on this, please contact the company who collected your data. If you'd like further information on how DM Focus process your data on the Data Controller's behalf, you can contact our Data Protection Officer, who's details are shown at the beginning of this policy.

3. HOW WE PROTECT YOUR INFORMATION

To ensure we keep your data safe and secure, all data is held on secure servers in the UK. No data is transferred outside of the EEA (European Economic Area).

All data is transferred or supplied by a secure method, with data encrypted and password protected.

4. WHO WE SHARE YOUR DATA WITH

Your data may be shared with other companies for us to fulfil our contractual obligations with the Data Controller, such as printers, fulfilment companies and postal suppliers. We require these third parties to have appropriate controls in place and to comply strictly with our written instructions and data protection laws.

The Data Controllers on whose behalf we process data include, but is not limited to, charities, retail and mail order companies. Our clients include, but is not limited to:

British Safety Council
CLIC Sargent
Crisis
Dementia UK
Dignity in Dying

Orpheus
Ovarian Cancer Action
Rainbow Trust Children's Charity
Robert Welch
Royal Hospital for Neuro-disability



Dog's Trust	ShelterBox
Erskine	Southampton Hospital Charity
Institute of Cancer Research	St Catherine's Hospice
Longfield Hospice	The Gorilla Organization
Mission Without Borders UK	The Gurkha Welfare Trust
Neptune	Toybox
Operation Smile UK	Will Aid
Operation Smile Ireland	Wood Green Animal Shelters
Orbis UK	

We may also share your data with a third party where we are under duty to disclose your personal data in order to comply with law, or that the disclosure is 'necessary' for purposes of national security, taxation and criminal investigation or where we have your written consent.

5. YOUR RIGHTS

You have the right to request a copy of the information that we hold about you and, if relevant, to withdraw your consent.

You can also object or restrict any processing, ask us to correct any information we hold about you or delete it altogether. You can request we transfer your personal information to another party.

If you would like a copy of some or all of your personal information, or would like to make a complaint, please email or write to our Data Protection Officer, who's details are shown at the beginning of this policy. We may need to request specific information from you to help us confirm your identity and ensure your right to access the information.

You also have the right to complain to the UK Information Commissioner's Office www.ico.org.uk/concerns or telephone 0303 123 1113.

6. YOUR INTERACTION WITH OUR WEBSITE

We do not use cookies and no analytical information is collected on our website. Unless you complete our contact form, we will collect no data about you.

DM Focus Group Privacy Policy, updated 16 April 2021