

Privacy Notice: B2B Marketing

Dialogue Content Marketing Limited is committed to protecting and respecting your privacy.

This notification sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our practices regarding your personal data and how we will treat it.

For the purpose of data protection legislation, including the UK Data Protection Act 2018, the General Data Protection Regulation (GDPR), the UK Privacy and Electronic Communications Regulations 2003 (PECR), and other applicable legislation, Dialogue Content Marketing Ltd, including all subsidiaries, is a controller and our contact details are:

Dialogue Content Marketing Limited
Fuel Studios
Kiln House
Pottergate
Norwich
NR2 1DX

Our Data Protection Officer can be contacted at dpo@theprivacyworx.com

INFORMATION WE COLLECT

As an email contact or prospective client/customer of Dialogue Content Marketing Limited, we hold the following information about you:

- Name
- Contact details
- Job title
- Location

In order to facilitate our communications with you we may use third party applications such as administration, design, e-mail & support service providers, mailing/fulfilment houses and printers, CRM systems, and platforms such as Google, Microsoft.

SOURCE OF INFORMATION

We may receive and process information about you from:

- Yourself (data you provide)

- Ourselves (data we generate)
- Data as a Service Provider such as ALF Insight
- Provided to us by our clients to act on their behalf.

LAWFUL BASIS

Our lawful basis for processing this data is:

- Our contract with you for the provision of our services or related services;
- Our legal obligations (including our obligations under the Finances Act 2008)
- Our Legitimate Interest in the performance or negotiation of a B2B contract with you.

The consequences for you if we are unable to process this data would be:

We would not be able to continue to provide the contracted services or would not be able to provide the same quality of service.

RETENTION

Any data related to B2B communications between us will be retained for 3 years unless requested to delete beforehand.

RECIPIENTS

To the extent that is necessary to meet our legal obligations and manage and satisfy our contract with you, your data may be shared with:

- Our Software and IT providers
- Bankers (sole traders, partnerships)
- Other Professional Advisors (at your request)
- Mailing Houses and Printers
- Group Companies & Subsidiaries

USES MADE OF THE INFORMATION

We use information held about you in the following ways:

- To communicate with you
- To provide the contracted services.

DISCLOSURE OF YOUR INFORMATION

Where we may occasionally be required to disclose certain information to additional third parties, we will disclose data only when and to the extent that we have a legal obligation to do so.

Such third parties may include:

- Law enforcement (by warrant or subpoena)

- Courts, tribunals, or other judicial bodies.

YOUR RIGHTS

You have the qualified right to request: Access to and Porting of your data; Rectification or Erasure of the data; Restriction of processing or to Object to the processing.

TRANSFER OUTSIDE THE UK

We may transfer your data to cloud software service providers who may store or process your data outside the UK.

Where we do this, we will only transfer personal data if there are adequate protections or use appropriate lawful transfer mechanisms to ensure that your rights and freedoms are protected.

At the conclusion of all relevant retention periods, physical documents containing your personal data will be shredded, and all personal data held electronically will be deleted or anonymised and or turned into statistical or analytical data.

You can exercise your rights in relation to the personal data collected on this website at any time by using the postal address above or by contacting dpo@theprivacyworx.com

If you wish to make a complaint about how we have handled your personal data, please email dpo@theprivacyworx.com and we will investigate the matter.

If you are not satisfied with our response or believe we are not processing your data in accordance with the law, you can contact a National Data Protection Authority which, in the UK is the [Information Commissioner's Office](#).

REVIEWING OF THIS PRIVACY NOTICE

In the future, we may revise this Privacy Policy and make changes, if necessary. If we do, we'll let you know about any material changes, either by notifying you on this website or by sending you an email, if you have provided with that.