

Direct Marketing Policy

What does this Direct Marketing Policy do?

This policy explains how gaddum and its services may use your personal information for direct marketing purposes.

When we refer the "**gaddum Family**" we mean any member of the gaddum services which means our subsidiaries, our ultimate holding company and its subsidiaries.

What is 'direct marketing'?

Direct marketing is marketing which is directed at specific individuals as opposed to, for example, a newspaper advertisement which would be marketing but not direct marketing as it isn't directed at you as a particular individual.

Who does this Direct Marketing Policy apply to?

This policy applies to anyone who works for, with and including those who access gaddum services.

What direct marketing might you receive from gaddum?

The direct marketing which gaddum might send to you includes information about our existing or new services, special offers, promotions and competitions (which we will refer to collectively as "**Promotions**"). gaddum occasionally carry out its Promotions via national marketing campaigns which are sent by gaddum and its relevant marketing agency.

Please be aware that you will only receive communications or direct marketing which you have given consent to receive. Please see 'What if you don't want to receive information about Promotions anymore?' for details on how you can withdraw your consent.

Where else can I find information about gaddum privacy practices?

In addition to this Direct Marketing Policy, gaddum has a separate Privacy Policy which provides more information about our privacy practices. Please click Private Statement at the bottom of any page, for more information.

What if this Direct Marketing Policy changes?

In keeping up-to-date with not only new laws and regulations but also our business objectives we may change this Direct Marketing Policy from time-to-time and, where appropriate, notify you of this by email. However, to ensure that you are always aware of our most current Direct Marketing Policy please take the time to check our webpage regularly.

Who might we share your information with and why?

We don't provide your personal information to companies outside the gaddum Family and certain companies performing services on our behalf (such as direct marketing agents) who will only use the information to provide a service gaddum has asked them to provide. However, we may aggregate anonymised information based on your personal information and disclose this to advertisers and other third parties.

Whilst we make every effort to tie-in with reputable companies which have a similar high regard for your privacy, you should make sure you are aware of what their policies say, as we are not responsible for the policies and practices of other companies, including those of our franchisees.

Please also see our Privacy Policy for information on when we might otherwise share your information with third parties (such as organisations which provide services to us or if we have a legal obligation to disclose it).

What if you don't want to receive information about Promotions anymore?

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If you decide you no longer want to receive any information from gaddum and its services, you need to email consent@gaddum.co.uk or follow the instructions to opt-out given on the piece of direct marketing (email and/or SMS).

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If you decide you no longer want to receive any Promotions or marketing from a gaddum service, please contact your local service directly in this regard. You can also email consent@gaddum.co.uk stating:

- Your name
- Your contact details (including the mobile phone number and/or email address details which are receiving direct marketing from a service
- The name/location of the service which sent you the direct marketing; and
- Attaching a copy of the direct marketing you received.

We will then use our reasonable endeavours to contact the relevant service that you wish to opt-out from and request that your details are added to the appropriate suppression list(s).

Please be assured that we will do all we can to ensure that any request to stop receiving communications will be dealt with and suppressed within a period of 30 days from the date of receipt of the request. Provided the opt-out contains all the information required to enable gaddum to suppress your details appropriately.

Who can you contact if you have questions about this Direct Marketing Policy?

If you have any questions about this Direct Marketing Policy, please contact the Data Protection Officer at:

gaddum
6 Great Jackson Street
Manchester
M15 4AX
consent@gaddum.co.uk

If your complaint, enquiry, suggestion or praise relates to one of our services your personal details will be forwarded to the service to record and/or investigate the incident, to provide a response and for general record-keeping purposes.