

# **PRIVACY NOTICE** **MARKETING**

Revision: P01  
Issue Date: 11 July 2023

## WHO WE ARE

Curtins ('we' or 'us' or 'our') gather and process your personal information in accordance with this privacy notice and in compliance with the relevant data protection regulation and laws. This notice provides you with the necessary information regarding your rights and our obligations, and explains how, why and when we process your personal data.

Curtins's registered office is at 51-55 Tithebarn Street, Liverpool, L2 2SB and we are a company registered in England and Wales under company number 2054159. We are registered on the Information Commissioner's Office Register; registration number Z7767130, and act as the data controller when processing your data.

## INFORMATION THAT WE COLLECT

Curtins processes your personal information to meet our legal, statutory and contractual obligations and to provide you with our products and services, and to communicate business related information which is deemed relevant in the context of our organisational, operational, and industry relationship. This is in accordance with the "Soft Opt In" exception to the general GDPR requirements.

We will never collect any unnecessary personal data from you and do not process your information in any way, other than as specified in this notice.

### 1.1 The personal data that we collect from is: -

- Name
- Company
- Position
- Company email address
- Company telephone numbers

### 1.2 We collect information in the following ways:

- Business cards and guest lists from networking events from industry networking events that we have mutually attended.
- LinkedIn where you have mutually agreed to connect with at least one of our employees.
- Directories from projects where you are our client, or a mutually appointed party including but not limited to consultants, contractors, and other advisors.
- Where we have historically worked together as client, or mutually appointed party including the above.

## HOW WE USE YOUR PERSONAL DATA

Curtins takes your privacy very seriously and will never disclose, share or sell your data without your consent; unless required to do so by law. We only retain your data for as long as is necessary and for the following purpose(s):

- We collect your personal data in the performance of our services to ensure that project related information is communicated in the preferred manner.
- We collect and store personal data as part of our legal obligations for business accounting and tax purposes
- We send limited and relevant communications to you until such time as you withdraw your consent. Such information will be non-intrusive and will be solely processed on the grounds of legitimate interests based upon our working and organizational relationship. We provide an easy and clear manner for you to withdraw your consent at any time, and on every piece of communication.

## YOUR RIGHTS

You have the right to access any personal information that Curtins processes about you and to request information about:

- What personal data we hold about you
- The purposes of the processing
- The categories of personal data concerned
- The recipients to whom the personal data has/will be disclosed
- How long we intend to store your personal data for
- If we did not collect the data directly from you, information about the source

If you believe that we hold any incomplete or inaccurate data about you, you have the right to ask us to correct and/or complete the information and we will strive to do so as quickly as possible; unless there is a valid reason for not doing so, at which point you will be notified.

You also have the right to request erasure of your personal data or to restrict processing in accordance with the data protection laws; as well as to object to any direct marketing from us. Where applicable, you have the right to data portability of your information and the right to be informed about any automated decision-making we may use.

If we receive a request from you to exercise any of the above rights, we may ask you to verify your identity before acting on the request; this is to ensure that your data is protected and kept secure.

## SHARING AND DISCLOSING YOUR PERSONAL INFORMATION

We do not share or disclose any of your personal information without your consent, other than for the purposes specified in this notice or where there is a legal requirement. Curtins uses third-parties to provide some services and business functions; however, all processors acting on our behalf only process your data in accordance with instructions from us and comply fully with this privacy notice, the data protection laws and any other appropriate confidentiality and security measures.

## CONSEQUENCES OF NOT PROVIDING YOUR DATA

You are not obligated to provide your personal information to Curtins, however, as this information is required for legitimate interests, we may not be able to offer our services without it.

## HOW LONG WE KEEP YOUR DATA

Curtins only ever retains personal information for as long as is necessary and we have review and retention policies in place to meet these obligations.