

Database Overview and Compliance Information

March 2019

With the introduction of the General Data Protection Regulation (GDPR) on 25th May 2018 we have received a number of questions about how we build our database, and how we comply with the new regulatory framework with regard to the processing of personal information. We have endeavoured to answer those questions in this document, which is intended to reflect the requirements of both GDPR and the current Privacy and Electronic Communications Regulations – the latter covering telephone and email communications.

How do we source our data?

Thinking Data Limited's business data is pooled from a variety of sources including directory information and Companies House data. Aggregating data from a number of sources creates a larger file, and also allows for greater verification.

What Personal Information do we collect?

As a business data provider, the amount of personal information we hold is limited to:

- Named contacts in corporate entities.
- Personal email addresses in corporate entities.
- Contact details, postal address and telephone numbers of sole traders and traditional partnerships which are treated as personal information under GDPR.

What is our basis for processing Personal Information?

There are six equally valid grounds for the processing of personal data under GDPR. It is our view that it is reasonable to rely on legitimate interest as grounds for the processing of personal data for direct marketing purposes based on the following impact assessment:

- Client organisations wish to use our data to send direct marketing or for prospecting to gain new clients and/or sales. They wish to promote products and/or services to decision makers in UK organisations. Thinking Data Limited will use targeting to identify contacts for whom the direct marketing will be “professionally relevant”.

- We process data for the purposes of direct marketing in order to facilitate the provision of information and sales of relevant and timely information to business executives, and for related data analysis.
- A very limited amount of personal data is processed, and is used solely for the purposes of marketing to the business for which the individual works and not the individual him/herself.
- We do not hold data of a sensitive nature.
- We are clear with individuals why we need their data at the point of collection, and they have a reasonable expectation that the information that they provide to directory companies and similar entities will be used for direct marketing purposes.
- Selections made from our file ensure that communications sent to end users are relevant to their industry and/or job function.
- We give individuals control over their data. We take immediate action to remove individuals who request that we do so, and we maintain suppression files to ensure that people who have asked to be removed are not added back in at a later date.

What are the rules on marketing channels under the new regulations?

Postal mailings continue to be an opt-out channel. You need to give recipients the opportunity to opt out of future mailings.

Telemarketing communications are also an opt-out channel. Telephone numbers must be screened against the Telephone Preference Service and Corporate Telephone Preference Service files prior to use, and subsequently every 28 days. All data supplied by Thinking Data Limited is screened immediately prior to supply.

Business-to-business email communications fall into two categories as follows:

- Emails to the employees of corporate entities – limited companies, public limited companies, limited liability partnerships and government departments (including schools and hospitals) can be emailed without consent. Individuals must be given a clear and easy means of opting-out from future communications.
- Emails to sole traders and traditional partnerships are treated in the same way as consumer data, and opt-in consent must be gained for these contacts.

In the light of the final point above, Thinking Data Limited only provides emails for corporate bodies.

What restrictions are there on our use of Thinking Data's database for marketing?

Detailed guidelines appear in our Terms & Conditions; however, the following broad principles apply:

- All communications must be relevant and proportionate.
- All communications should clearly identify the end-user of the data and must contain a clear opportunity to opt-out from future correspondence.
- Keep data up to date through frequent – but not intrusive – contact, and record any changes.
- All requests to opt-out must be honoured.

How is our data cleaned?

The files are updated and cleaned on a monthly basis to ensure that maximum deliverability is maintained. Data is cleaned against standard industry suppression files, and telephone numbers are run against the Telephone Preference Service and the Corporate Telephone Preference file prior to supply.

Thinking Data Limited respects the rights of individuals to have their details removed from our active file at any time. We remove any individuals who have indicated they no longer wish to receive direct marketing material. Where clients have taken data from us on a lease basis we will provide updates of those individuals who have requested removal in order for them to keep their files current.

Data subject access and removal requests

Subject access requests and requests for removal/suppression from the file should be addressed to the list owner:

Thinking Data Limited
Rock Cottage
Middle Street
East Harptree
Bristol
BS40 6BB

Telephone: 0333 772 1927
Email: think@thinking-data.co.uk

Thinking Data Limited is a member of the Direct Marketing Association.

We are registered with the Information Commission's Office. Our registration number is Z1772479.

Note that the above information pertains to Thinking Data's business data supply, and is not intended as general guidance on data protection. If you are concerned about these issues you should seek independent legal advice.