



## B2C Data Privacy Policy

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Effective Date: 13.05.2025

Company Name: AccuraData Ltd

Registered Office: First Floor, Independent House, Farrier Street, Worcester, WR1 3BH.

Data Protection Officer: Kieran Evans: [kieran@accuradata.co.uk](mailto:kieran@accuradata.co.uk)

### 1. Introduction

At AccuraData Ltd, we are committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, store, and share personal data acquired from individuals through third-party sources where consent has been lawfully obtained, in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and the Privacy and Electronic Communications Regulations (PECR).

### 2. What Data We Collect

We collect the following categories of personal data:

- Full name.
- Contact information (email address, telephone number, postal address).
- Demographic data (such as age, gender, interests).
- Marketing preferences.
- IP address and timestamp associated with consent.

This data is all collected using consent, with our third-party data partners.

Below is a list of industries in which our clients who purchase B2C Data operate in.

Business Sector
Home Improvements
Investment Services.
Telecommunications
Utilities

### 3. How We Use Your Data

We use your data primarily for the purpose of providing it to our customers (data buyers) for marketing and business development purposes. These customers may contact you via email, SMS, phone, or post, depending on the consent you have given.

We may also use the data:

- To ensure data accuracy and relevance for marketing campaigns.
- To verify consent and demonstrate compliance with UK data protection law.
- For internal compliance and auditing purposes.

### 4. Legal Basis for Processing

Our legal basis for processing personal data is:

(Article 6(1)(a) UK GDPR): All data sold has been collected with freely given, informed, and specific consent.

We maintain evidence of all consent, including IP addresses and timestamps, in secure storage.

### 5. How We Share Your Data

Your data may be sold or shared with:

- Clients and partners for direct marketing purposes, in accordance with the scope of your consent.
- Regulatory authorities when required to comply with legal obligations.
- Service providers who support our data verification and processing operations (under strict contractual agreements).

We require all third-party recipients to process personal data in a lawful, transparent, and secure manner.

### 6. Your Rights

Under the UK GDPR, you have the following rights:

- **\*\*Right to be informed\*\*** – You have the right to be told how your data is used.
- **\*\*Right of access\*\*** – You may request access to the personal data we hold about you.
- **\*\*Right to rectification\*\*** – You can request correction of inaccurate or incomplete data.
- **\*\*Right to erasure\*\*** – You can ask us to delete your data (“right to be forgotten”), unless we have a lawful reason to retain it.
- **\*\*Right to restrict processing\*\*** – You can ask us to stop processing your data in certain situations.

- **Right to data portability** – You may request a copy of your data in a machine-readable format.

- **Right to object** – You can object to your data being used for direct marketing.

- **Right to withdraw consent** – Where processing is based on your consent, you can withdraw it at any time.

To exercise any of these rights, please contact our Data Protection Officer at:

[kieran@accuradata.co.uk](mailto:kieran@accuradata.co.uk)

## 7. Data Retention

We retain personal data for no longer than is necessary for the purposes for which it was originally collected and shared, and in accordance with legal, regulatory, and business requirements. Data not sold or used will be deleted or anonymised after six months, data sold will be deleted after six months also.

## 8. Data Security

We implement appropriate technical and organisational measures to ensure a level of security appropriate to the risk, including:

- Encryption of consent logs.
- Access controls and user authentication.
- Regular auditing and compliance checks.

## 9. International Transfers

We do not transfer your data outside of the UK or the European Economic Area (EEA) unless adequate safeguards are in place in accordance with UK GDPR requirements.

## 10. Complaints

If you have concerns about how we handle your data, you can contact our Data Protection Officer. You also have the right to lodge a complaint with the Information Commissioner's Office (ICO):

**ICO Website:** <https://ico.org.uk>

**Phone:** 0303 123 1113

## 11. Updates to This Privacy Policy

We may update this policy from time to time. Any changes will be posted on this page and, where appropriate, notified to you via email or other means.