# Privacy Notice

AccuraData is located at Office 15G, Restdale House, 32/33 Foregate St, Worcester WR1 1EE.
Company registration no. 12464062
ICO Registration: **ZA781751**

Our Data Protection representative can be contacted by email on:

hello@accuradata.co.uk

This notice covers business contacts and decision-makers, customers, suppliers, website visitors and people who contact us. A company name alone may not identify an individual, but a named business contact, direct number, work email address or recorded conversation may be personal data.

We generally act as a controller when deciding why and how we use business information for our own services. We may instead act as a processor when a customer instructs us to handle information solely on its behalf. Our role depends on the particular arrangement.

## 1. Information We Use and How We Get It

Depending on our relationship with you and the relevant service, we may process:

- Identity and contact details: name, job title, business name, business address, work telephone numbers and email addresses.
- Business-related details: industry, business characteristics and information about relevant products, services, existing arrangements, requirements or contract timing.
- Information from enquiries and calls: stated preferences, qualification responses, requested introductions, call notes, call recordings (where used) and evidence of an agreement or objection.
- Documents supplied in connection with an enquiry or requested service, where relevant, and correspondence, customer/supplier administration and invoicing records.

- Technical information connected with our website and business systems, such as usage and security logs, where applicable.

We receive information directly from business contacts and organisations, from specialist B2B data and lead suppliers, from customers authorised to share information with us, and from publicly available business sources where lawful. You may ask us about the source of the personal data we hold about you.

We do not seek special-category personal data for ordinary B2B lead generation. If sensitive information is unexpectedly provided, we handle it in accordance with applicable law and do not use it for unrelated marketing purposes.

# 2. Our Lawful Basis' For Processing Information

We use personal data only where a lawful basis applies. Our activities and usual bases are summarised below. A particular campaign may use a different basis where required by law or the circumstances.

| Activity | Purpose and lawful basis |
|---|---|
| B2B data sourcing, validation and prospecting | Legitimate interests: identifying appropriate business contacts, maintaining accurate business data and offering relevant B2B products or services, subject to balancing individuals' rights and applicable marketing rules. |
| Lead generation and qualification | Legitimate interests: establishing business needs and managing relevant enquiries or introductions, where supported by an assessment; consent where required or chosen for a particular use. |
| Data supply and referrals to business clients | Legitimate interests where a documented assessment supports appropriate and transparent disclosure; or consent where required or relied upon. The relevant use and recipients are explained to individuals. |
| Live call introductions | Before an introduction, we seek affirmative agreement to connect the contact to the identified organisation and share information relevant to that introduction. When UK GDPR consent is our lawful basis for a disclosure, we ensure it meets the applicable standard. |
| Customer and supplier administration | Contract where the contract is with the individual; legitimate interests in operating our business; and legal obligation where applicable. |
| Security, complaints and suppression | Legitimate interests in preventing misuse, resolving queries and maintaining accurate suppression records, or legal obligation where applicable. |

Where we rely on legitimate interests, our interests include providing B2B information and marketing services, connecting businesses with relevant providers and operating our business. We assess necessity, fairness, reasonable expectations and individuals' rights. We do not rely on legitimate interests where applicable electronic marketing rules require consent that we do not have.

# 3. Direct Marketing, Lead Generation and Introductions

We may contact relevant business representatives about business products or services, including by live telephone calls where permitted. We identify ourselves, explain the purpose of the contact and provide a way to access this notice. We follow applicable UK GDPR and Privacy and Electronic Communications Regulations (PECR) requirements, including relevant TPS/CTPS checks and our own do-not-contact lists.

We may supply business data and qualified leads to organisations seeking to offer relevant products or services to businesses. Where information identifies a person, any use or disclosure must have a lawful basis and be sufficiently transparent. A business client receiving data for its own purposes may act as an independent controller and is responsible for its own privacy information and marketing compliance.

For live introductions that depend on the contact's agreement, we identify the proposed recipient by name, explain the purpose of the discussion and what relevant information will be shared, and ask whether the contact agrees before connecting the call or disclosing the lead. We keep an appropriate record of that agreement. If the required agreement is not given, we do not proceed with that introduction or related lead disclosure.

Agreement to speak to a named organisation is not blanket permission for unrelated marketing, or automatic consent to future marketing calls, emails or texts. Any later contact must comply with applicable data protection and marketing law.

# 4. Who We Share Information With

Where appropriate for a stated purpose and supported by a lawful basis, recipients may include:

- Business suppliers provide key infrastructure services, such as telephony (8x8), CRM (HubSpot), website (Google Fonts, Google Analytics, Lead Forensics), email (Gmail) and file Transfer (WeTransfer).

- Business customers and providers receiving B2B datasets, relevant enquiries, leads or requested introductions.

- Contracted call-handling, customer-support, communications, CRM, hosting, IT, data-quality and security providers acting on our instructions or under their own lawful responsibilities.

- Accountants, legal advisers, professional insurers, regulators and public authorities where lawful or necessary.

We share only information reasonably relevant to the purpose and apply appropriate contractual and security controls. Where a particular introduction depends on agreement to speak to an identified organisation, its name is given at the time of the proposed introduction rather than publishing our customer list.

# 5. International Data Access and Security

Some of our approved service providers and support personnel may process or remotely access personal data from outside the United Kingdom. Information may remain hosted in the UK while being accessed from another country.

Where UK international transfer rules apply, we use an appropriate legal mechanism. This may include UK adequacy regulations where applicable or contractual safeguards such as the UK

International Data Transfer Agreement or the UK Addendum to standard contractual clauses, together with any required transfer risk assessment (data protection test). You can request information about the relevant safeguards and how to obtain a copy by contacting hello@accuradata.co.uk.

We take proportionate steps to protect personal data, including access controls, secure connections, restricted use of information, staff confidentiality and contractual requirements for providers. We periodically review security and access arrangements.

# 6. Our Data Retention Schedule

We retain personal data only for as long as reasonably necessary for the purpose for which it was obtained, taking into account accuracy, the age and relevance of the data, the last meaningful interaction, legal obligations, complaints and any applicable retention requirements.

| Information type | Usual retention approach |
|---|---|
| Business contact datasets | Kept while accurate, relevant and needed for a documented business purpose, with periodic review and deletion or anonymisation when no longer required. Typically six-months. |
| Unsuccessful enquiries or unqualified campaign leads | Normally 12 months from the relevant campaign outcome or last contact. |
| Qualified leads and supporting call records | Normally 12 months after qualification or supply, or until deemed no longer needed. |
| Call recordings | Normally 12 months from the call, subject to lawful evidence or dispute holds. |
| General business enquiries | Normally one year following the enquiry or last meaningful interaction. |
| Customer and supplier contacts | During the relationship and normally two years afterwards, where appropriate. |
| Invoices and accounting records | Normally seven years, including the current accounting year, where relevant to record-keeping duties. |
| Do-not-contact preferences | Minimum details for as long as reasonably necessary to prevent further unwanted marketing. |

# 7. Your Data Subject Rights

Under the UK General Data Protection Regulation (UK GDPR), you have certain rights regarding the personal information we hold and process about you.

These rights include:

**1. Right of Access (Subject Access Request)**

You have the right to request confirmation of whether we hold personal information about you and to receive a copy of that information.

To make a Subject Access Request (SAR), please email **hello@accuradata.co.uk**.

We may ask you to provide suitable identification where necessary to verify your identity before releasing personal information.

We will normally respond without undue delay and within one calendar month of receiving your request, or any information reasonably required to verify your identity. In certain circumstances, this period may be extended in accordance with data protection legislation.

Requests are normally handled free of charge. However, we may charge a reasonable fee where a request is manifestly unfounded or excessive, or where additional copies of information are requested.

**2. Right to Rectification**

You have the right to request that any inaccurate or incomplete personal information we hold about you is corrected or updated.

**3. Right to Erasure**

You have the right to request that we delete your personal information where there is no longer a lawful reason for us to retain or process it.

This right is subject to certain legal exceptions, including situations where we are required to retain information to comply with legal obligations.

**4. Right to Object to Processing**

You have the right to object to the processing of your personal information in certain circumstances, including where we rely on legitimate interests.

**You have an absolute right to object to the use of your personal information for direct marketing purposes at any time.**

If you exercise this right, we will stop processing your personal information for direct marketing purposes. We may retain limited information on a suppression list to ensure that you are not contacted for marketing purposes again.

To object to direct marketing, please contact **hello@accuradata.co.uk**.

**5. Right to Restrict Processing**

In certain circumstances, you have the right to request that we temporarily restrict how your personal information is used, including where you dispute its accuracy or object to particular processing activities.

**6. Right to Data Portability**

Where applicable, you have the right to receive personal information you have provided to us in a structured, commonly used and machine-readable format, or request that we transfer it to another organisation.

This right generally applies where processing is automated and based on consent or the performance of a contract.

**7. Right to Withdraw Consent**

Where we rely on your consent to process personal information, you have the right to withdraw that consent at any time without giving a reason.

Withdrawing consent will not affect the lawfulness of any processing carried out before consent was withdrawn.

To withdraw your consent, please contact **hello@accuradata.co.uk**.

**8. Complaints and Further Information**

If you have concerns about our handling of personal data, contact hello@accuradata.co.uk or use our complaints form at https://www.accuradata.co.uk/get-in-touch/data-protection-complaints/. We investigate and respond in accordance with applicable legal requirements.

You may also complain to the Information Commissioner's Office (ICO) at https://ico.org.uk or by calling 0303 123 1113.

You are generally not required by law to provide personal information for B2B marketing. However, we may need relevant details to respond to an enquiry, arrange a requested introduction or provide a service. We do not currently intend to make decisions about individuals solely by automated processing that produce legal or similarly significant effects; any material change to this would be explained as required.

Our website may use cookies or similar technologies. Further details and choices are provided through our website where required.

We may update this notice as our services, providers or legal obligations change, and will explain material changes where required before using personal data for a new purpose.

Last Updated: 23.10.2026