



# CALEDONIAN MARKETING LTD

## Privacy Policy

### Introduction

This Privacy Policy outlines how Caledonian Marketing Ltd (“we”, “our”, “us”) collects, uses, and protects your personal data. We are committed to ensuring your privacy is protected and to complying with the UK General Data Protection Regulation (UK GDPR).

### About us

We are a limited company registered in England under number 14106579. Our registered office is: Peartree House, Bolham Lane, Retford, Nottinghamshire, DN22 6SU.

### Data collection

We may collect and process the following types of data about you:

- Your contact details such as name, postal address, email address, and phone number
- Demographic information such as age, gender, preferences, and interests
- Technical Data such as IP address, browser type, and operating system
- Information on how you use our website and services

### Job applicants

- When we advertise job vacancies, we collect personal information from any communication and CV provided to us directly or through a recruitment company and use it to assess an applicant's suitability for the job.

### Use of data

- Where we engage individuals or organisations to carry out services for us, or where we provide services to our clients, we may be required to process personal information of the service provider or client personnel in order to facilitate the provision of the service. We may also collect and retain information to enable us to evaluate that service.
- Any such processing will be governed by contractual terms between us and the service provider or client, but the general provisions as to data security are as set out in this Privacy Notice.
- Under the data protection laws, we must always have a lawful basis for using personal information. When we process your personal information, we consider your rights under data protection laws as well as any potential impact to you. We will never place our interests above yours.

### Third-party sharing

- We may share your data with trusted third parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential.
- We do not sell, trade or otherwise transfer your data to outside parties without your consent, except as required by law.

### User rights

You have the following rights regarding your personal data that we hold:

- The right to request access to your personal data
- The right to request correction of any inaccurate or incomplete data
- The right to request the deletion of your personal data, subject to certain conditions
- The right to restrict the processing of your personal information



# CALEDONIAN MARKETING LTD

## Privacy Policy

### Data Retention

- We retain personal information for as long as is reasonably necessary for the purposes for which it was provided or collected, and to meet legal, regulatory or financial accounting requirements. This means we may retain some personal information after a contractual relationship has come to an end. Where this is the case, we will always look to minimise the personal information retained.
- The retention period for personal information can vary depending on its nature, any potential risk of harm caused by unauthorised use or disclosure, and if we have any legal, regulatory, financial or other requirements.

### Visitors to our website

- When you visit our website, tracking technologies such as 'cookies' may automatically record information about your visit. We only use these cookies to help us improve our website and do not make any attempt to identify anyone.
- Our website may contain links to third-party websites. If you follow these links, please be aware that we take no responsibility for any third-party website. Please check any privacy policy on those websites before submitting any personal information.

### Contact Information

If you have any questions or concerns about this Privacy Policy, please contact us at:

- Email: [admin@caledonianmarketing.co.uk](mailto:admin@caledonianmarketing.co.uk)
- Phone: 07777 296480
- Business address: 5 Golden Square, Suite C, Aberdeen, AB10 1RD
- In the event that we are unable to satisfy any concerns, you have the right to raise your concerns with the Information Commissioner who may be contacted at <https://ico.org.uk/concerns>, telephone: 0303 123 1113 or by mail to: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

### Effective Date

This policy is effective from: 22<sup>nd</sup> October 2024

### Next Review Date

This policy should be reviewed on or by: 22<sup>nd</sup> October 2025

**Calum Todd**  
Managing Director

**Marco Falconer**  
Managing Director