

Privacy Notice

This privacy notice is for the recipients of Factor 50 marketing emails where the contact details and any associated personal information has been collected indirectly or via a third party. It will explain how your data has been collected and how it will be used by us.

The data controller

The data controller is defined in the UK GDPR as the authority which determines the purposes and means of the processing of personal data. The Controller for your data is **Factor 50**. You may contact:

Information Governance Team, contact@factor-50.co.uk

or write to IG Team at Factor 50, 4th Floor Market Square House, St. James's Street, NOTTINGHAM, NG1 6FG

Lawful basis

The lawful basis of processing as required by UK GDPR Article 6(1) is point (f), processing is necessary for the purposes of legitimate interests. We will use your data to introduce you to service(s) which may be of benefit to your organisation and which you may not have had exposure to elsewhere. We will only ever use business / professional contact for this purpose.

Categories of personal data

We will capture and use the following types of personal data:

- Name
- Professional Contact Details: Job Title, Organisation, Work Email Address, Work Telephone Number, Work Mailing Address

Who we will share your data with

We will not share your data outside our organisation except for the third-party data processors we use to undertake necessary processing. We will ensure that any processor we use is compliant with the UK GDPR to ensure your data is handled appropriately at all times. A list of processors can be found below:

Data storage: Microsoft Office 365

Email: Microsoft Office 365 (Outlook), Intuit (Mailchimp)

Telephone: Various providers

International transfers

We will select processors that carry out processing only within the UK, the European Economic Area (EEA), or another 'adequacy' country (including the USA, where the provider is certified under the UK Extension to the EU-US Data Privacy Framework or "[UK-US data bridge](#)" – active since 12/10/2023). We will not transfer your data outside of these territories.

How long will we keep your data

We will keep your data for no longer than 12 months from receipt of the data. Once this period has expired your data will be securely deleted.

Your rights under the UK GDPR

The UK GDPR gives people eight rights in relation to their own data, we have detailed below how these rights apply to the processing of your data outlined in this Privacy Notice.

- 1) **Right to be informed** – you have the right to clear and complete information about the processing of your personal data which is provided in this Privacy Notice
- 2) **Right of access** – you have the right to confirm whether your personal data is being processed by us, or on our behalf, and to request a copy of that data and information about how it is being processed
- 3) **Right to rectification** – you have the right to have any inaccuracies in your personal data we hold corrected
- 4) **Right to erasure ('right to be forgotten')** – you have the right to have your personal data held by us for this purpose deleted, however this may not apply to other data we hold on you that relies on a different lawful basis for processing
- 5) **Right to restriction of processing** – you have the right to stop the processing of your personal data for a limited period of time if you believe it is inaccurate
- 6) **Right to data portability** – the UK GDPR provides the right to request your data be transferred from one controller to another controller in a commonly used machine-readable format in certain circumstances, however this does not apply where the legal basis of processing is legitimate interests and therefore does not apply to this data
- 7) **Right to object** – you have the right to object to the processing of your data as outlined in this Privacy Notice, however this may not apply to other data we hold on you that relies on a different lawful basis for processing. You may wish to use this right if you would like to 'unsubscribe' from marketing emails but remain on a suppression list to avoid being re-contacted in the future.
- 8) **Automated decision-making** – the UK GDPR provides the right for human intervention in decision-making, automated decision making is not used for the processing outlined in this Privacy Notice so this right does not apply for these purposes of processing

If you require more information about your rights you can find out more [here](#), or by contacting us using the details provided at the top of this Privacy Notice. If you would like to exercise any of your rights you should contact us using the details provided at the top of this Privacy Notice.

If you have contacted us and are still not happy with how we process your personal data you have the right to lodge a complaint with the Information Commissioner's Office (ICO), find our more [here](#). Our registration reference with the ICO is ZA488135.

Where we obtained your data

We obtained data for the processing outlined in this Privacy Notice from the following sources:

- Wilmington Healthcare Limited (publishers of the HSJ) - via paid-for access to their Healthcare Customer Database (permissioned for third party access).