

Route to Market Consulting Ltd

Privacy Policy and GDPR Compliance

What we do

Route to Market Consulting Ltd (RTM) works on its own behalf and on behalf of various clients, contacting existing and prospective customers using the phone and other channels. As this involves the processing of personally identifiable data we fully comply with the GDPR, which came into force on 25th May 2018.

We are committed to the secure and compliant handling of all data held and processed by the company.

GDPR Legal Basis for Processing

We use data to carry out direct B2B marketing, business development, sales and research activities. The lawful basis we use for this processing is "Legitimate Interest", or "Consent" where a person gives this consent, in accordance with recital 47 of the GDPR.

The ICO recommend that companies using this basis conduct a "Legitimate Interests

Assessment" (LIA) and we have done this. RTM complies in full with the TPS and CTPS to prevent unwanted sales and marketing calls and also maintains its own company "Do Not Call list" in line with Ofcom regulations.

Who is data shared with?

Personally identifiable data is never shared with any third party other than the client we are working on behalf of. We never resell or share this data to any other party other than in the circumstances below:

1. In the event that we sell any or all of our business to the buyer.
2. Where we are legally required by law to disclose your personal information.

3. To further fraud protection and reduce the risk of fraud.

All data is securely stored and processed within the EU.

Where does the data come from?

The data we process is obtained from several sources. These include the people and businesses we contact, our clients, GDPR compliant data providers and online resources in the public domain.

Right to Rectification

Our work involves the continual updating of data based on interactions we have with customers and prospects to ensure accuracy. We rectify and update information based on what we're told by the people we communicate with about themselves and their businesses. If you believe that we hold information about you which is incorrect you can contact our Head of Administrative Services directly using the email privacy@route-to-market.co.uk with the subject line "GDPR Rectification".

Right to Object

You have the right to object to our processing of your data, which will prevent data associated with your phone number and/or email from being processed. Please contact us to request this using the email privacy@route-to-market.co.uk with the subject line "Right to Object". We will require your phone number(s) and email address in order to effect this.

Right to Deletion

You have the right to request that we delete your data. Please note that if you make this request we will have no means of avoiding contacting you in the future should your data come into our business again in line with "Where Does the Data come From" (above). If you wish to be permanently excluded from being contacted we recommend that you instead exercise your "Right to Object" (above). However, should you still wish to have your data deleted please contact our Managing Director using the email privacy@route-to-market.co.uk with the

subject line "Right to Deletion". We will require your phone number(s) and email address in order to effect this.

Access to Information

You may ask for the data specific to you in the form of a Data Subject Access Request. We will require you to prove your identity in order to release this information. Please contact us to request Access using privacy@route-to-market.co.uk with the subject line "SAR".

Website Privacy Policy

We are committed to safeguarding the privacy of our website visitors; this policy sets out how we will treat your personal information.

Information We Collect

In running and maintaining our website we may collect and process the following data about you:

1. Information about your use of our site including details of your visits such as pages viewed and the resources that you access. Such information includes traffic data, location data and other communication data.
2. Information provided voluntarily by you. For example, when you register for information or make a purchase.
3. Information that you provide when you communicate with us by any means.

Use of Your Information

We use the information that we collect from you to provide our services to you. In addition to this we may use the information for one or more of the following purposes:

1. To provide information to you via phone, post or email relating to our products or services.
2. To inform you of any changes to our website, services or goods and products.
3. If you have previously purchased goods or services from us we may provide to

you details of similar goods or services, or other goods and services, that you may be interested in.

To opt-out of receiving email marketing communications from us, please unsubscribe.

Website Visitor Tracking

This website utilises tracking software to analyse visitor behavior for improved understanding of user interactions. A cookie will be stored on your computer's hard drive by the software to track and monitor website engagement and usage. Rest assured, no personal information will be stored, saved, or collected.

Storing Your Personal Data

We do our utmost to ensure that all reasonable steps are taken to safeguard your data and ensure it is treated and stored securely.

Unfortunately the sending of information via the internet is not totally secure and on occasion such information can be intercepted. We cannot guarantee the security of data that you choose to send us electronically. Sending such information is entirely at your own risk.

Disclosing Your Information

We will not disclose your personal information to any other party other than in accordance with this Privacy Policy and in the circumstances detailed below:

1. In the event that we sell any or all of our business to the buyer.
2. Where we are legally required by law to disclose your personal information.
3. To further fraud protection and reduce the risk of fraud.

Third Party Links

On occasion we include links to third parties on this website. Where we provide a link it does not mean that we endorse or approve that site's policy towards visitor privacy. You should review their privacy policy before sending them any personal data.

Contacting Us

Please do not hesitate to contact us regarding any matter relating to this Privacy Policy.