

Wavenet Limited. Compliance With The Principles of GDPR (May 2018)

a) Data must be processed lawfully, fairly and in a transparent manner in relation to individuals.

Wavenet Limited. has a legitimate interest to process personal data relating to decision makers and budget holders in medium-to-large organisations in the UK. The data is gathered from publicly available sources and directly from the companies concerned.

b) Data must be collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes.

Data is collected solely for the purpose of compiling a database of business contacts to be used by Wavenet Limited. for business-to-business marketing.

(c) Data must be adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed.

The data collected is limited to names of senior managers and directors, their job titles, company addresses, company landline telephone numbers and corporate email addresses.

(d) Data must be accurate and, where necessary, kept up to date; every reasonable step must be taken to ensure that personal data that are inaccurate, having regard to the purposes for which they are processed, are erased or rectified without delay.

Wavenet Limited. checks all information at least twice a year to ensure that it is kept accurate and up-to-date – opt outs are provided at the footer of every email and any notifications of expired data are updated within our systems as often as possible.

Wavenet Limited

Registered in England No 3919664
VAT Registration No 248 2220 23

One Central Boulevard,
Blythe Valley Park, Shirley,
Solihull, West Midlands, B90 8BG

P: 0333 234 0011
E: info@wavenetuk.com
www.wavenetuk.com

(e) Data must be kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data are processed

If a person leaves their role, their name and contact details are deleted from the database. However the information may still be used for suppression purposes i.e. to ensure that it cannot be added to the database again.

(f) Data must be processed in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures.

Data is only provided to companies offering legitimate business services that are relevant to the professional role of the data subject. Wavenet Limited. operates a rigorous data security environment.

(g) Individuals have the right to see, correct, restrict access to or remove their personal information.

For subject access requests, use the contact details shown above. All requests for data to be removed or amended will be dealt with promptly.

(h) Complaints. Individuals have a right to complain to the Information Commissioner if they believe that there is a problem with the way their data is being used.

[Follow this link to contact the ICO.](#)

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