



GRS and the GDPR*/PECR**

(Processing policy and Legitimate Interest Assessment)

REF: EU General Data Protection Regulation (2016/679)* and the Privacy & Electronic Communications (EC Directive) Regulations 2003**

Our E-file is comprised purely of B2B contacts where no 'opt-out' has been requested. All contact names are collected and verified by telephone at switchboard and/or departmental level by UK-based researchers.

Specific consent ('opt-in') has not been obtained for these contacts as such explicit consent is not legally required for B2B contacts of incorporated organisations (Ltd, Plc, LLP, etc.) for direct marketing whether by email, mail or phone.

Unless an individual has 'opted out' of receiving email marketing (most commonly achieved by using the unsubscribe facility provided on all relevant emails) it is lawful to send unsolicited email marketing to them at their corporate email addresses as the GDPR makes reference to 'natural persons' as opposed 'legal persons'.

The process and legality governing such B2B marketing to individual employees within incorporated companies differ from marketing to B2C (private individuals) as well as Sole Traders and non-limited Partnerships (as partially covered by the Privacy and Electronic Communications Regulations 2003) as the latter must have given clear prior consent to be marketed to in that way.

In order to comply with the GDPR, all our contact lists must be processed lawfully by us and also by the subsequent buyer(s) of the lists.

Under Article 6, Section 1F of the GDPR we believe the lawful basis for the processing of these contacts is that we have a 'legitimate interest' to do so for the purpose of fulfilling our business function of professional direct marketing.

The issue of processing on this basis is established upon reasonable analysis of the respective interests of both the 'Data Subject' (B2B contact) and the 'Data Controller' (GRS). We have assessed that we have a legitimate interest that balances the rights and freedoms of the data subject within this context.

We assess this to be an appropriate lawful basis because:

- The data subjects are *business* contacts (not private individuals)
- Direct marketing is a reasonable, proven and proportionate method of data processing to achieve essential commercial objectives
- The data subjects in question can reasonably expect to receive business marketing as part their day-to-day business operations particularly in relation to their specific and often legislation-based job function
- We limit the number of users of our E-file to protect the integrity of the data as well as limit their scope of usage within the user licence period in order to minimise any potential 'irritation factor' for the recipient
- Our data processing activity is transparent and fair
- There is a clear low impact on the privacy of the contacts when measured against GDPR Rectial 75
- Data subjects may easily unsubscribe from marketing communications and/or request complete erasure from our E-file at any time by utilising the simple 'Please delete me' facility on our website

In conclusion, we consider that the rights and freedoms of all data subjects contained within our E-file are neither disproportionately nor negatively infringed upon in the course of processing.