

PART II PRIVACY NOTICE NO 5
(marketing and information sharing)

1. Who we are

Furness Brick & Tile Company Limited, Dalton Road, Askam-in-Furness, Cumbria, LA16 7HF

2. What we would like to do

We would like to be able to respond to specific requests made at trade shows and other events for details of the services we can offer and what we can do for clients and potential clients. We therefore propose to use data gathered at trade shows in order to send out brochures and other marketing information which has been specifically requested by clients and potential clients.

We have completed a Legitimate Interests Assessment form in relation to this matter. This document is kept internally but may be made available to you upon request.

3. Your rights

In order to be able to process your data in the legitimate interests of our business, we must satisfy a number of criteria and must complete a legitimate interests assessment (LIA) to help us demonstrate compliance. If you exercise your right to object to us processing your data for this purpose or if you exercise your right to complain (both of which are set out in more detail below) we may (but need not) share with you the LIA when dealing with your objection or complaint.

You have the right to ask us to rectify any data we hold about you if that data is incorrect or incomplete. Please refer to our more detailed guidance on your rights which can be accessed via www.furnessbrick.co.uk or alternatively contact us at Furness Brick & Tile Company Limited.

You also have the right of erasure where there is no compelling reason for us to continue holding your data. Please refer to our more detailed guidance on your rights which can be accessed via www.furnessbrick.co.uk or alternatively contact us at Furness Brick & Tile Company Limited.

You also have the right to object to us processing your personal data for this purpose. Please refer to our more detailed guidance on your rights which can be accessed via www.furnessbrick.co.uk or alternatively contact us at Furness Brick & Tile Company Limited.

Information about your other rights is set out in our individual rights policy which can be accessed via www.furnessbrick.co.uk or alternatively contact us at Furness Brick & Tile Company Limited. A copy of this information is also available in paper form upon request from Furness Brick & Tile Company Limited