

Privacy Notice

This Privacy Notice was last modified on 22 June 2020

Our contact details

Gungho Marketing Ltd
Stowey House
Bridport Road
Dorchester
DT1 3SB, United Kingdom
Phone Number: +44 (0) 203 326 8150
E-mail: info@gunghomarketing.co.uk

We currently collect and process the following information:

Personal identifiers, contacts and characteristics as follows

Name
Job Title
Telephone Contact Details
Email Address
Employer Company Name
Location of Employer Company

How we get the personal information and why we have it?

The data we process is obtained from several sources. These include yourself, our clients, GDPR compliant data providers and online resources in the public domain. We use data to carry out direct B2B and B2C marketing and sales and research.

What we do with this data?

Gungho Marketing 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 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

The lawful basis we use for this processing is "Legitimate Interest" 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.

Who is data shared with?

Personal 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. Where we are legally required by law to disclose your personal information.
2. To further fraud protection and reduce the risk of fraud.

All data is securely stored and processed within the EU.

Your data protection rights

Under data protection law, you have rights including:

Your right of access - You have the right to ask us for copies of your personal information.

Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

Your right to object to processing - You have the the right to object to the processing of your personal information in certain circumstances.

Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you. Please contact us at info@gunghomarketing.co.uk if you wish to make a request

How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us at

Data Protection Officer
Gungho Marketing Ltd
Stowey House, Bridport Road
Dorchester
DT1 3SB, United Kingdom

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>

Web Site 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 or email relating to our products or services.
2. To inform you of any changes to our website, services or goods and products.

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 send an email to info@gunghomarketing.co.uk

Storing Your Personal Data

We do our utmost to ensure that all reasonable steps are taken to make sure that your data is treated 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. Where we are legally required by law to disclose your personal information.
2. 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 contact us on info@gunghomarketing.co.uk regarding any matter relating to this Web Site Privacy Policy.