



## Use of Personal Data in NetVu Ltd Marketing Activity

All NetVu Ltd marketing activity is directed at business customers and potential business customers and therefore all marketing activity uses business contact details. To the best knowledge of NetVu Ltd personnel, no marketing activity is directed to non-business personal contact telephone numbers or email addresses.

Direct marketing activity undertaken by NetVu Ltd involves telephone calling and email marketing.

### Use of Data in Telephone marketing

All outbound marketing calls are made either due to solicitation by the recipient or by application of the Legitimate Interest principles.

Before calls are undertaken the recipient's number is checked against the Telephone Preference Service (TPS) exclusion list and the Corporate Telephone Preference Service (CTPS) exclusion list to confirm they are not on the list. If they are found to be on the list the call is not made and, if required, NetVu Ltd's contact data management (CDM) system is updated to state the recipient is on the list(s) and are not to be called for marketing purposes.

The recipients of outbound marketing calls are given the opportunity to see their right to opt out of future calls through details contained within the NetVu Ltd Privacy Policy, which is prominently signposted on the NetVu website.

If a contact is on either the TPS or CTPS list, this is marked in the CDM system. If a recipient opts out of further calls during a call, the NetVu caller updates the CDM system immediately following the call.

### Use of Data in email marketing

All outbound marketing emails are made either due to solicitation by the recipient or by application of the Legitimate Interest principles.

All marketing emails sent out by NetVu Ltd contain an unsubscribe link which gives the recipient the option to opt out of future marketing emails. Those who opt to unsubscribe are automatically put on an exclusion list in the email delivery system and are blocked from receiving further marketing emails.

The unsubscribe list is regularly checked and cross referenced with the active marketing send lists by a NetVu Ltd employee to ensure they are up to date and accurate.

NetVu Ltd only sends marketing emails to business email addresses. No marketing emails are sent to personal email addresses.



### Contact Data Retention Period

Contact data is held indefinitely until the individual requests that we remove their details from our CDM system.