

# PRIVACY NOTICE

Outbound Field Marketing Services Ltd (Outbound) act on behalf of **Fujitsu** (the Data Controller) and are the Processor of the personal data you provide to us via this website. We know that you care about how the information we receive from you is used and shared, and we take your privacy seriously. This Privacy Notice describes Outbound's privacy practices in relation to the information that we collect through this website.

## What information do you collect and how do you use it?

Data we collect and process is used for three reasons:

1. We collect First Name, Last Name and Business Email Address to validate you and provide you with access to the website and the content within.
2. We collect your interaction data in an anonymised way to gain insight on interactions and/or behaviour within the website as a whole or for a specific functionality and for the purpose of analysis, which enables us to improve the quality, performance and experience of the website.
3. We will not collect any personal data from you we do not need in order to fulfil the website services or pursue our legitimate business purposes as described above.

## How can I contact you about my personal data?

If you believe the information we process on you is incorrect you can request to see this information and have it corrected or deleted. If you wish to raise a complaint on how we have handled your personal data, or wish to exercise any of your individual rights regarding your personal data, you can contact the Data Controller's Data Protection Officer to have the matter investigated: [privacy@out-bound.co.uk](mailto:privacy@out-bound.co.uk)

If you are not satisfied with the response, or believe your personal data is not being processed in accordance with the law, you can complain to the Information Commissioner's Office in the UK: <https://ico.org.uk/>

## How will you contact me?

In order to communicate with you regarding the website services, we or the Data Controller will contact you by email.

## Will my data be shared?

We will never sell or lease your personal data. We will pass your data to the Data Controller for use in reporting on activity, interaction with the website, or performance within a programme, incentive or campaign. If we need to share your personal data with a third party for the purposes of processing we ensure that they uphold the same levels of privacy and security as we do and that they hold your data for the processing purposes only and do not reuse or sell your data.

## How do you keep it secure?

All the personal data we collect and store is processed by our staff in the UK. For the purposes of IT hosting and maintenance this information is located on servers within the

European Union. Where processing your information involves sending it to other countries outside of the EEA, including the United States of America, we are responsible for making sure we have your consent and that your information continues to be protected. Outbound have implemented organisational, technical and administrative measures to protect your personal data including security controls to prevent unauthorised access to our systems.

#### How long do you keep my data for?

We will process your personal data while you interact with the website and keep it for as long as we are instructed to by the Data Controller. When we no longer need to keep your personal data, we will delete it from our systems or take steps to anonymise the data unless we need to keep it to comply with a legal obligation. If you provide us with additional information relating to a specific activity, we will only store your data for as long as necessary to fulfil that service to you.