

## Privacy Notice

**Effective Date: February 4<sup>th</sup>, 2025**

At Verticle Leads we are committed to protecting and respecting your privacy. This Privacy Notice explains how we collect, use, store, and protect your personal data in accordance with the **UK General Data Protection Regulation (UK GDPR)**, the **Data Protection Act 2018 (DPA 2018)**, and the **Privacy and Electronic Communications Regulations (PECR)**.

By engaging with us or using our services, you agree to the terms of this Privacy Notice.

### 1. Data We Collect

We may collect and process the following personal data to provide our lead generation, business development, and client management services:

- **Contact Information:** Name, email address, phone number, job title, company name, and company address.
- **Lead Interaction Data:** Information about interactions with our campaigns, including email opens, clicks, and other engagement metrics.
- **Client and Business Information:** Company details, target audience, business sector, and information relevant to our tailored services.
- **Communication Records:** Records of emails, phone calls, meetings, or other communications related to the services provided.

### 2. Purpose of Data Collection

We collect and use your personal data for the following purposes:

- **Lead Generation:** Identifying and engaging with potential clients and customers.
- **Business Development:** Developing and managing relationships with leads and clients and providing ongoing support.
- **Client Management:** Managing accounts and delivering services, including providing performance reports.
- **Marketing Communications:** Sending marketing emails, newsletters, or offers related to our services (you may opt-out at any time).

### 3. Legal Basis for Processing

We process personal data under the following lawful bases as per the **UK GDPR**:

- **Consent:** When you provide us with your personal data and consent to receive marketing communications or to be contacted.
- **Contractual Necessity:** To fulfil our obligations under a contract with you, such as delivering services or managing client relationships.
- **Legitimate Interests:** We may process your data based on our legitimate interests in providing services, improving our offerings, and conducting marketing activities, provided that these do not override your rights and interests. You have the right to object to processing based on legitimate interests.

- **Compliance with Legal Obligation:** Where processing is required for compliance with a legal obligation, such as tax or accounting requirements.

#### 4. Data Sharing and Transfers

We may share your personal data with the following categories of recipients:

- **Service Providers:** We may share your data with trusted third-party service providers who assist in delivering our services, such as CRM providers, email marketing platforms, and analytics providers.
- **Business Partners:** With your explicit consent, we may share your data with third-party business partners for co-branded campaigns, services, or promotions.
- **Legal and Regulatory Authorities:** We may share your data when required to comply with a legal obligation, such as complying with tax laws or responding to governmental requests.

We will not sell or rent your personal data to third parties.

#### 5. Data Retention

We retain personal data for as long as necessary to fulfil the purposes outlined in this Privacy Notice or as required by law. This includes:

- Data that is necessary for the performance of a contract or provision of services.
- Data that we are legally required to retain for financial, tax, or regulatory purposes.

Once the data is no longer required for these purposes, we will securely delete or anonymize it.

#### 6. Data Protection and Security

We implement appropriate technical and organisational measures to protect your personal data against unauthorised or unlawful processing, accidental loss, destruction, or damage. These measures include encryption, access controls, and secure data storage.

#### 7. Your Rights

Under the **UK GDPR**, you have the following rights regarding your personal data:

- **Right to Access:** You have the right to request a copy of the personal data we hold about you.
- **Right to Rectification:** You can request that we correct any inaccurate or incomplete personal data we hold.
- **Right to Erasure:** You can request that we delete your personal data in certain circumstances, for example, when it is no longer necessary for the purposes for which it was collected.
- **Right to Restrict Processing:** You can request that we restrict the processing of your personal data under certain conditions.
- **Right to Object:** You can object to the processing of your personal data, particularly where we rely on legitimate interests as the basis for processing.

- **Right to Data Portability:** You can request that we transfer your personal data to another service provider in a structured, commonly used format.
- **Right to Withdraw Consent:** If we process your data based on consent, you can withdraw that consent at any time by contacting us.

To exercise any of these rights, please contact us using the details provided at the end of this Privacy Notice.

## **8. International Transfers**

If we transfer your personal data outside the UK, we ensure that appropriate safeguards are in place, such as Standard Contractual Clauses or other legally acceptable mechanisms, to ensure the protection of your data in accordance with the UK GDPR.

## **9. Cookies and Tracking Technologies**

We use cookies and similar technologies to enhance your experience on our website and during our lead generation activities. These technologies help us analyse website traffic, track email interactions, and measure the effectiveness of our campaigns.

For more information on how we use cookies, please refer to our **Cookie Policy**.

## **10. Direct Marketing and PECR Compliance**

Under the **Privacy and Electronic Communications Regulations (PECR)**, we may send you marketing communications based on the consent you have provided, or where we have a legitimate interest in promoting our services to you. You can opt-out of receiving marketing communications at any time by clicking the unsubscribe link in our emails or by contacting us directly.

## **11. Changes to This Privacy Notice**

We may update this Privacy Notice from time to time to reflect changes in our practices or legal requirements. Any changes will be posted on our website, and we will update the effective date at the top of the notice.

## **12. Contact Us**

If you have any questions about this Privacy Notice, how we process your personal data, or wish to exercise any of your rights, please contact us:

### **Verticle Leads LTD.**

Email: [admin@verticleleads.com](mailto:admin@verticleleads.com)

Phone: 07868615918

Address: 71-75 Shelton St, London, WC2H 9JQ

Website: [www.verticleleads.com](http://www.verticleleads.com)

## **Information Commissioner's Office (ICO)**

If you are not satisfied with how we handle your personal data, you have the right to lodge a complaint with the Information Commissioner's Office (ICO), the UK's supervisory authority for data protection issues. You can contact the ICO at <https://www.ico.org.uk> or call 0303 123 1113.