

Privacy Notice

Who are we:

We are UK not-for-profit industry group that promotes good practice and standards in the lead generation and data market.

Fidelity Consortium Limited is a company limited by guarantee, registered in England and Wales. Company registration number 13831111.

All company details can be found here: <https://find-and-update.company-information.service.gov.uk/company/13831111>

Communication and Updates

When you supply your personal information, you're agreeing to receive regular news and updates about the Fidelity Consortium

Legal Basis

If you would like more information, you can read more about the lawful grounds for processing personal data on the [ICO's website](#).

Consent. This means that you have agreed to let us process your personal data, in the form of an opt-in or disclaimer, as explained at the point of data collection. You can change your mind at any time.

Withdrawing consent so we can no longer process your personal data. You can change your mind and withdraw your consent by contacting us at paul@fidelityconsortium.com ,

Legitimate Interest.

This means we have a legitimate business interest to use your data and we feel that this use is of benefit to you and is something you would expect. We will also offer you the option to opt-out if you choose.

Contract.

This means we need to process your data in relation to a contract between us and you (eg: your membership contract).

Legal Obligation.

This means that we have to process the personal data in order to comply with the law.

How we use your data

Purpose / Activity	Type of Data	Why we need to process your personal information	Lawful basis for processing
A corporate membership application form at organisation level.	Organisation name. Postal address. Telephone number. Names and contact details email, telephone number, postal address of	Processing your membership application. Postal marketing. Providing Compliance Officer with information relating to membership	Contract. & Consent

	Compliance Officer. Names email addresses and passwords of other staff members who wish to be registered with the Fidelity Consortium. Areas of interests of staff members.	Providing staff of members insights and updates. To send email marketing.	
Marketing messages about our products and services.	Email address. Postal address. Telephone number (landline or mobile). Mobile telephone number.	Marketing by email. Marketing by post. Marketing by voice calls.	Consent.
Promotional messages for prospective members	E-mail address, name, job title	Marketing by e-mail	Legitimate Interest

Sharing your personal data

We won't share your personal data with third parties for marketing purposes without your consent.

Disclosure of your personal data

We may share your information with third parties:

- a) If we are legally required to share your personal data, or in order to enforce or apply our contractual terms and conditions with you.
- b) To protect the rights, property, and safety of the Fidelity Consortium, our members, and others. This includes sharing your personal information with other organisations for the purposes of fraud protection, credit risk reduction and preventing cybercrime.

Transfer of your personal data

If we transfer or store your data outside of the European Economic Areas (the 28 Member States of the European Union plus Iceland, Lichtenstein and Norway), we will take steps to make sure that your data is protected as if it were stored in the UK.

Retention Period

We won't keep your personal data any longer than we need to, we will keep your personal data for as long as we are able to market to you. If you withdraw your consent, we will keep your details to make sure we don't contact you again for marketing purposes, and for our own legal, regulatory, and accounting purposes.

Your data matters

To learn more about your rights and personal data, see the ICO's website '[Your Data Matters](#)'.

If you decide to remove or view the data we hold about you, we may need to confirm your identity. If this is the case, we will let you know, and would need to see some form of ID, like your passport or driving licence.

In order to offer as much clarity as possible, we've supplied links to the ICO website so you can read further into your data rights and what they mean.

- a) [The right to be informed](#) - you have the right to know what we are collecting and how we are collecting it.
- b) [Right of access](#)- you have the right to know whether we are processing your personal data, and what we are processing. We will respond within 28 days of receiving your request.
- c) [Right to rectification](#) - you have the right to have any incorrect personal data corrected or completed if it is incomplete. We will respond within 28 days of receiving your request.
- d) [Right to erasure](#) - this right, often referred to as the right to be forgotten, allows you to ask us to erase personal data where there is no valid reason for us to keep it. We will respond within 28 days of receiving your request.
- e) [Right to restrict processing](#) - you have the right to ask us to restrict processing of your data. We will respond within 28 days of receiving your request.
- f) [Right to object](#) - you have the right to object to our processing of your personal data based on
 - (i) [legitimate interests](#), or for the performance of a task in the public interests/exercise of official authority (including profiling);
 - (ii) [direct marketing](#) (including profiling); and
 - (iii) for purposes of scientific/historical research and statistics.

If you have any further questions about the below, please contact us at paul@fidelityconsortium.com

If you want to know more about these rights, the Information Commissioner's Office has more guidance on their website, which you can access by [clicking here](#).

The right to complain

We'd appreciate an opportunity to fix things, but you can complain to the Information Commissioner's Office (ICO) by [clicking here](#).

If you contact us at Paul@fidelityconsortium.com we'll try to put things right.

Cookies

We don't use cookies or track visitors to our site

Third Party Cookies

Our website may contain links to other websites that are outside our control and are not covered by this Privacy Notice.

Changes to the Privacy Notice

This privacy notice is regularly reviewed and will be updated when necessary.

Any changes will be published on our Privacy Notice at www.Fidelityconsortium.com

This notice was last updated March 2022