



REVOLUTION VIEWING LTD.

# B2B Marketing Privacy Notice

v05 - 20 September, 2023 (AW)

103 Kirkstall Road  
Leeds, LS3 1JL  
+44 (0)1132 053750  
[hello@revolutionviewing.com](mailto:hello@revolutionviewing.com)  
[www.revolutionviewing.com](http://www.revolutionviewing.com)

## 1. WHAT INFORMATION DOES REVOLUTION VIEWING COLLECT?

Revolution Viewing collects a limited range of information about you, including:

- Your name and work contact details, including email address, telephone number, employer name and job title;
- Details related to any quotations you have requested us to produce or quotations you have approved to commission work by us.

Revolution Viewing collects this information in a variety of ways. For example, data is collected from correspondence with you via email, over the phone, during meetings or at events; by looking up your public record on LinkedIn to confirm your employer and job title; and by looking up your publically available work email address via internet search engines. Revolution Viewing commits to never buying contact lists from third parties.

Revolution Viewing shall store this information in a Customer Relationship Management (CRM) system and other IT systems such as its internal email.

## 2. WHY DOES REVOLUTION VIEWING PROCESS PERSONAL DATA?

Revolution Viewing needs to process data to enter into a business-to-business relationship and contract with you and to meet its obligations under that relationship and contract. For example, it needs to process your data to provide quotations to keep you informed of the products and services Revolution Viewing offers, which could help your organisation and carry out work on behalf of your organisation.

Revolution Viewing also sends out a monthly e-newsletter to inform you of our products and services using the email you have provided or which Revolution Viewing have collected. This monthly e-newsletter Revolution Viewing sends can track, at an individual level, whether the user has opened and clicked on the e-newsletter. Sometimes, Revolution Viewing uses this information at a personal level to complete follow-up telephone calls. But in most cases, Revolution Viewing uses it to understand open and click rates on our e-newsletters to try and improve them.

If you want to be sure that Revolution Viewing cannot track your newsletter activity or no longer wish to receive them, you may unsubscribe from the e-newsletter at any time. You will find this link in the footer of the e-newsletter. You can also write to: [hello@revolutionviewing.com](mailto:hello@revolutionviewing.com)

Once you enter into a business-to-business relationship with Revolution Viewing (i.e. a request for more information about our products/services, a quotation request, commissioning a project/piece of work or entering into a contract of work), Revolution Viewing has a legitimate interest to maintain contact with you and process your data. This contact may constitute telephone calls, emails and e-newsletters from a Client Services, Account Handling or Project Management perspective.

Where Revolution Viewing relies on legitimate interests for processing data, it has considered whether or not those interests will be overridden by the rights and freedoms of business-to-business contacts and has concluded that they are not.

### 3. WHO HAS ACCESS TO DATA?

Your information will be shared internally at Revolution Viewing, including with members of the Client Services, Projects, Finance and IT teams if access to the data is necessary to perform their roles.

Revolution Viewing will never share your data outside the company without your consent. The most likely occasion where consent to share your contact details may be requested would be to introduce you via email or in-person to another client or supplier for mutual benefit. This introduction would only happen if you provided consent. Revolution Viewing will not transfer your data to countries outside the European Economic Area.

### 4. HOW DOES REVOLUTION VIEWING PROTECT DATA?

Revolution Viewing takes the security of your data seriously. Revolution Viewing has internal policies and controls to ensure that your data is not lost, accidentally destroyed, misused, disclosed or accessed except by its employees in performing their duties. Where Revolution Viewing engages third parties to process personal data on its behalf, they do so based on written instructions, are under a duty of confidentiality and are obliged to implement appropriate technical and organisational measures to ensure data security.

### 5. FOR HOW LONG DOES REVOLUTION VIEWING KEEP DATA?

Revolution Viewing will process your data for the duration of the business-to-business relationship and up to a maximum of 7 years beyond that relationship as per Revolution Viewing's company records policy.

### 6. YOUR RIGHTS

As a data subject, you have several rights. You can:

- access and obtain a copy of your data on request;
- require Revolution Viewing to change incorrect or incomplete data;
- require Revolution Viewing to delete or stop processing your data, for example, where the data is no longer necessary for processing;
- object to the processing of your data where Revolution Viewing relies on its legitimate interests as the legal ground for processing and
- ask Revolution Viewing to stop processing data for a period if data is inaccurate or there is a dispute about whether or not your interests override Revolution Viewing's legitimate grounds for processing data.

If you want to exercise these rights, please email us at [hello@revolutionviewing.com](mailto:hello@revolutionviewing.com).

If you believe Revolution Viewing has not complied with your data protection rights, you can complain to the Information Commissioner's Office (<https://ico.org.uk/>).

## 7. WHAT IF YOU DO NOT PROVIDE PERSONAL DATA?

Suppose you do not provide personal data relating to your role within your organisation. In that case, this will hinder Revolution Viewing's ability to efficiently administer the rights and obligations arising from the business-to-business relationship.

## 8. DATA PRIVACY OFFICER

If you have any questions, suggestions or feedback on this policy, please contact our Chief Operations Officer and Data Privacy Officer, Tony Lyons:

Email: [tony.lyons@revolutionviewing.com](mailto:tony.lyons@revolutionviewing.com)

Telephone: +44 (0)113 205 3750

Address: Revolution Viewing Ltd, 103 Kirkstall Road, Leeds, LS3 1JL