

Privacy Statement

CPB UK Limited (“the company”) is a business-to-business based marketing services agency offering a range of outsourced, sales support services to technology based companies.

Registered as a limited company in England (3907803), the company is committed to uphold the privacy rights of individuals, and to protect the intellectual property of our clients.

This privacy statement details our approach to the capture and processing of personal information in accordance with the requirements of current legislation (e.g. Data Protection Act, GDPR, PECR, ePrivacy Regulation).

The company is registered as a Data Controller with the UK Information Commissioners Office under reference ZA230015.

Should you need to clarify any aspects that you consider are not covered sufficiently within this statement, please contact the company’s Data Protection Officer (Jon Pritchett – jon@cpbuk.co.uk).

A) Information processed

Personal information that may be collected is the name, business email address and business title/position of individuals employed within UK based organisations. The personal information we may gather and store originates from:-

- Marketing assignments delivered for CPB clients
- CPB’s own commercial activity

A1) Marketing assignments delivered for CPB clients

Assignments we deliver for our clients will usually involve an agreed target audience, and the data used for direct marketing purposes in such assignments will be supplied by the client, a third party organisation or a combination of the two.

Personal information will be updated as part of the assignment and an updated list of contact information will be returned to the client at the end of the assignment. A copy of these lists are held by CPB for a period of 12 months after the end of the assignment.

CPB staff are instructed to make it clear to all contacts that we are acting on behalf of our client and where necessary, we give assurance to contacts who are asked to confirm personal information that their details will be processed and stored in a compliant manner by our clients.

Information supplied by a client or third party, and any further information captured during an assignment will be treated as confidential, as will any other information supplied by a client as part of an assignment briefing. Information will not be shared with any individual or organisation other than nominated employees and agents of the client.

A2) CPB's own commercial activity

We collect information from visitors to our website through URL IP tracking, from an enquiry form on the website and we collect information when you email us with an enquiry, or indeed via a telephone enquiry.

Information is also collected via a New Customer Information Form for administrative and invoicing purposes at the beginning of a new trading relationship.

We process this information, which will include personal information, for the purposes of:-

- Providing intelligence about our services
- Dealing with your enquiries and requests
- Administering orders, invoicing and supplier transactions

Your personal information will not be shared with any individual or organisation other than nominated CPB employees and the information will never be sent to countries outside of the European Union.

If at any point you wish to opt-out of communications from us, or request details of what personal information is held, please contact our Data Protection Officer (Jon Pritchett jon@cpbuk.co.uk).

B) Cookie Policy

Our websites use cookies – small text files that are placed on your computer to help the website provide a better user experience. In general, cookies are used to retain user preferences, to store information for things like shopping carts and to provide anonymised tracking data to third party applications like Google Analytics.

The company does not capture any personal information through website cookies.

As a rule, cookies will make your browsing experience better, however, you may prefer to disable cookies on this site and others. The most effective way to do this is to disable cookies within your browser. If this is your aim, we suggest consulting the *Help* section of your browser or take a look at websites such as *About Cookies* which offer guidance for most of the popular browsers.