

DLG Privacy Policy

OUR COMPANY DLG is a specialist in the provision of consumer data for marketing and market research purposes.

DLG works closely with some of the UK's leading brands to help them better target their offers and learn more about what consumers want from their products. DLG's surveys and data provide manufacturers, retailers and service providers with the key information they need to better serve consumers.

DLG is the trading name of Data Locator Group Ltd, Registered in England, No. 6742075. Registered Office: Green Heys, Walford Rd, Ross-on-Wye, HR9 5DB, a subsidiary of DM plc.

DATA PROTECTION

As a leading data marketing company, DLG takes the issue of personal data and privacy extremely seriously. DLG is registered as a Data Controller with the Information Commissioner, and as such your information will always be safeguarded through our adherence to Data Protection Act (1998), and the Privacy and Electronic Communications Regulations (2003) to ensure that the information you provide to us is safe and only used for the purposes stated in the opt-in statement and this Privacy Policy. DLG is also a member of The UK Direct Marketing Association (DMA) and fully complies with its protocols to properly ensure the correct use of data.

USE OF YOUR INFORMATION

DLG is keen to ensure that the principals of our opt-in when your data is collected are clearly explained: The information you volunteer to DLG and that DLG holds about you, will be shared and used to appropriately target offers and marketing communication from our clients, from our selected 3rd party partners and from DLG and its other brands. Marketing communication may be through email, mailing, telemarketing, SMS/MMS and door-to-door canvassing, depending on which contact channel information you have volunteered. You may also receive marketing calls via automated voice messages broadcast over the telephone.

Some questions on our consumer surveys are specific to our named sponsors, and by expressing interest and opting-in to their brand or products you are also agreeing to contact from them. By volunteering your phone number you are agreeing to telephone contact by these named sponsors. You may need to contact these named sponsor brands directly if in the future you decide to opt-out of further communication from these brands.

Your data may be used for analytical purposes. Your data may also be used in conjunction with data we may have received from other sources in order to personalize and target communication to you better, and we may share information with other companies for the same reason.

Your data may be shared and combined with other companies who hold your personal data, and we may use information from other sources to add to data we already hold. This information may help us to improve our ability to service your needs on a personalized basis, by helping us to learn more about you and your purchasing habits and allowing us to let you know about offers you might be interested in.

Your data may be used for data validation, enhancement, information verification, suppression, tracing and to the extent permitted by law, individual reference or look-up services, by DLG and 3rd parties. Please remember that you can de-register at any time (see DEREGISTRATION below). Furthermore you can request suppression of your details from DLG's database if you would prefer us not to use your information for any of the above.

You can also request to know what personal information DLG holds about you, by writing in person to us at the address below asking for a *subject access request*.

PARTNER REGISTRATIONS

DLG may also receive information about you when you register on one of our affiliate or partner sites, or when you take part in a special promotion for one of these affiliate or partners.

If you have registered with DLG through one of our 3rd party partner sites, it is possible that the 3rd party site may also retain your data, but only in accordance with the terms and conditions as published by them on their site.

DEREGISTRATION

You can unsubscribe from DLG email communications at any time by clicking on the link at the foot of any email correspondence. Your details will be suppressed, DLG will send no further emails and your details will no longer be passed onto any 3rd parties for the uses described in this Privacy Policy.

You can also deregister from DLG at any time through its websites. Your details will then be suppressed and DLG will send no further email communication.

To request suppression from DLG completely, please write to us at the address at the bottom of this Privacy Policy, or email consumerdataprotection@dlg.co.uk

DATA SECURITY

Although we endeavour to ensure the security of all correspondence, the Internet is not a 100% secure medium. Therefore, we are unable to guarantee the security of any data you send electronically to DLG and are unable to accept responsibility for any loss or damage experienced through any loss of confidentiality of your information.

DATA TRANSFER - SAFE HARBOURS

Rules for data protection are different in the US and other overseas countries to the European Economic Area. DLG rarely transfers any data outside the EEA, but where this does occur we execute using established Safe Harbor agreements, in order to ensure that our suppliers and clients maintain the same high standards for data security that regulate in the EEA.

RIGHT OF TRANSFER

Should DLG choose to sell or transfer business assets, it is possible that the information we hold may be transferred as part of the transaction. DLG may choose to retain a copy of the information post sale or transfer.

THE USE OF COOKIES

DLG collects information about you when you register on the site or register for a promotion. DLG also collects information about your preferences in relation to the site by analyzing site traffic, which includes the use of cookies. Cookies are pieces of computer code which are stored on your computer, and which allow DLG to recognise the fact that you have visited our site previously. Most browsers can be altered to prevent your computer from accepting cookies, although this may mean that some of the features of this site will not work properly.

An Internet protocol ("IP") address, is a set of numbers that is automatically assigned to your computer when you access the Internet. Web servers identify your computer by the IP address assigned to it during your online session. When you request pages from a DLG website, our servers log your IP address. DLG does not normally link IP addresses to anything personally identifiable, which means that your session will be logged, but you remain anonymous to us; however we can and will use IP addresses to identify a user when we feel it is necessary to investigate misuse of the website, its users, or to cooperate with law enforcement.

CHANGES TO PRIVACY POLICY

DLG reserves the right to update this Privacy Policy from time to time. DLG will only inform you and obtain your permission if we choose to materially expand the sharing or use of your personal information in any way not disclosed on this Privacy Policy at the time of registration.

If you do not agree with the terms of this Privacy Policy, please do not submit any information or accept any of the offers available from DLG.

OTHER DLG BRANDS

The following brands collecting consumer data are also DLG's: *Surveys.co.uk, Consumer Lifestyles, Centre for Consumer Interests, Consumer Interest Surveys, Survey Centre, Consumer Centre, So you think you know, Brain Training Game, Vouch4me, More Chances to Win, Brochures4me, Matchpoints, MatchPLUS.*

USEFUL LINKS

As members of the Direct Marketing association we are keen to promote the best interests of consumers and how their personal data is used. If you would like to know more about how your information can be utilised, how you can restrict its use, who has access and a wide range of other aspects, we suggest you refer to the following sources:

The Direct Marketing Association; www.dma.org.uk The Information Commissioner; www.dataprotection.gov.uk The Citizens Advice Bureau; www.adviceguide.org.uk
For further information please write to:

COMPLIANCE DEPARTMENT

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