

## **South Coast Fatigue Marketing Privacy Policy**

### **Who we are:**

South Coast Fatigue Ltd are a registered company in England (Company number 07014787). We are an independent therapy and rehabilitation service for people experiencing persistent fatigue.

**Address:**

Lancaster Court  
8 Barnes Wallis Road  
Fareham  
Hampshire  
PO15 5TU

E-mail: [marketing@southcoastfatigue.co.uk](mailto:marketing@southcoastfatigue.co.uk)

[www.southcoastfatigue.co.uk](http://www.southcoastfatigue.co.uk)

This privacy notice was completed June 2023.

### **The type of personal information we collect**

We currently collect and process the following information:

- Personal identifiers, contacts and characteristics which includes details such as your:
- Name
- Email address
- Postal Address
- Telephone number

### **How we get the personal information and why we have it**

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- You provided details to us at an event, exhibition or through a marketing or business development activity
- You may have requested information about our services via our website
- You may have completed a contact form on our website allowing us to contact you directly
- We do carry out business to business marketing to companies and organisations who we feel may have a legitimate business interest about the services we provide
- You may be a patient of ours in which case your data is covered separately by our Patient Privacy Policy. Please view this policy for how we deal with this data
- We never market directly to our patients and no information about patients will ever be passed to a third party for any purposes or relating to marketing or business development.

We will use this information to:

- Provide you information about news and events
- Send you details about our services

We also receive personal information indirectly, from the following sources in the following scenarios:

- We may automatically collect information as you use our digital services such as our website. This may include the pages you have visited, information about the device or browser you are using.

We use the information that you have given us in order to deliver our services to you. These include:

- MailChimp®: a registered trademark of The Rocket Science Group. MailChimp® is the software we use to send out our email newsletters and to store our email marketing database
- Surveymonkey Inc: a company that owns the software we use for our research and data.

## **The legal basis for using your information**

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are:

### **Your consent.**

We will only use your personal information where we have your consent or because we need to use it to fulfil a contract with you. We may disclose your information if required to do so by the law.

If you give consent for us to use your information you may withdraw it at any time. However, this may affect our ability to continue to provide you with information.

### **You are able to remove your consent at any time. You can do this by:**

- Unsubscribing from our mailing list at any time by clicking the unsubscribe link at the bottom of our email newsletter
- Contacting us via [marketing@southcoastfatigue.co.uk](mailto:marketing@southcoastfatigue.co.uk)

## **How we store your personal information**

Your information is securely stored. We will only keep your information for as long as is reasonable and necessary for the relevant activity. This is typically six years.

Your details will be kept on our marketing database until you unsubscribe from our mailing list.

## **Your right of access**

You have the right to request, in writing, any information that is held about you and you have the right to access a copy of this information. We don't sell your personal information to anyone else.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us via email [marketing@southcoastfatigue.co.uk](mailto:marketing@southcoastfatigue.co.uk), or write to us South Coast Fatigue, Lancaster Court, 8 Barnes Wallis Road, Fareham, Hampshire, PO15 5TU, if you wish to make a request.

## **Who we may share your information with**

We use a range of organisations to either store personal information or to help deliver our services to you. These include:

- MailChimp®: a registered trademark of The Rocket Science Group. MailChimp® is the software we use to send out our email newsletters and to store our email marketing database.
- Surveymonkey Inc: a company that owns the software we use for our research and data collection.

## **Keeping your information safe**

South Coast Fatigue take looking after your information seriously, we will only store data you have consented to provide us.

If a breach of GDPR occurs, it will be reported to the Information Commissioner.

## **How to complain**

If you have any concerns about our use of your personal information, you can make a complaint to our Managing Director, Fran Hill at [fran@southcoastfatigue.co.uk](mailto:fran@southcoastfatigue.co.uk).

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>

## **Policy review**

This policy will be reviewed by the Managing Director every April or as the need arises.