

The Direct Marketing Association (UK) Ltd ('DMA') takes the confidentiality of personal data seriously. Please contact the DMA's legal department on 020 7291 3300 if you have any questions or comments on this Privacy Policy.

#### INTRODUCTION

This privacy policy sets out the ways the DMA processes personal data. This privacy policy only relates to personal data collected by the DMA via the Young Spark Award nomination form,. Any personal data collected by the DMA is used in accordance with UK data protection legislation.

This privacy policy does not apply to personal data provided to the DMA by any other means or via any other website. Users should be aware that if they access other websites, using the links provided, these are outside our control. If they provide personal data to other companies, the privacy policies of those companies determine the uses to which that information is put and the DMA's Privacy Policy will no longer apply.

#### THE DATA PROTECTION ACT 1998

The DMA website complies with the principles of the Data Protection Act 1998.

#### USE MADE OF PERSONAL INFORMATION

Personal information provided to the DMA via the Young Spark Award nomination form, emails and telephone calls will be used for the purposes outlined at the time of collection or registration.

In addition, personal information may be used for statistical analysis.

Personal data will be collected and processed by the DMA for the following purposes:

1. To provide goods and services requested

2. Administration

3. Marketing, advertising and promotions, notification of events, workshops and training sessions run by the DMA and occasionally selected partners according to the preferences you have indicated via the online preference pages

Processing personal data for the above purposes may entail sharing the information with employees, contractors, agents and professional advisors of the DMA. However, written agreements exist between the DMA and such parties that there must be no further disclosure of such personal data.

From time to time the DMA will share personal information, apart from email addresses, with selected third parties. However, you are free to elect not to receive marketing communications from such third parties .

#### CONSENT

By providing personal data to the DMA users consent to the processing of such data by the DMA as described in this Privacy Policy. Users can alter their preferences as described below.

#### USE OF DATA FOR DIRECT MARKETING PURPOSES

On the Young Spark Award nomination form you are given the appropriate means to opt-out of receiving future direct marketing material from the DMA. Where users do not opt-out of such communications, the DMA may provide information on DMA products, membership services, events, training and education programmes and occasionally those of third-party partners according to the user preferences indicated on the Young Spark Award nomination form. If at any time users want to alter their preferences or the DMA to stop sending such communications they should write to:

The Database Manager  
DMA (UK) Ltd  
DMA House  
70 Margaret Street  
London  
W1W 8SS

#### DISCLOSURE OF DATA TO THIRD PARTIES

On the Young Spark Award nomination form you are given the appropriate means to opt-out of having their personal data passed on to selected third parties. The DMA will not pass email addresses on to third parties for marketing purposes. If users do not opt-out, the DMA may, in limited circumstances, share such data with carefully selected third parties who may contact you (other than via email) regarding events, products, services, and training and education programmes that may be of interest to them. If at any stage you want to alter your preferences or the DMA to stop using their personal data in this way you should write to:

The Database Manager  
DMA (UK) Ltd  
DMA House  
70 Margaret Street  
London  
W1W 8SS

## VERIFYING, UPDATING AND AMENDING YOUR PERSONAL INFORMATION

If, at any time, you want to verify, update or amend your personal data you should write to:

The Database Manager  
DMA (UK) Ltd  
DMA House  
70 Margaret Street  
London  
W1W 8SS

Verification, updating or amendment of personal data takes place within 2 working days of receipt of the request if made online and 10 working days if made offline.

## COOKIES

A “cookie” is a small text file that is placed on a user’s computer hard drive by a website. There are several types of cookie and the most common are often referred to as ‘session’ cookies. These are used to keep track of information needed by a user as they travel from page to page within a website. These cookies have a short lifetime and expire within a few minutes of the user leaving the site.

Other types of cookies can be used to track internet activity after the user has left a website. These are usually sponsored by organisations external to the website being visited and are generally known as ‘third party’ cookies. These usually have a long lifetime with several months being quite common. They are ‘harvested’ and ‘refreshed’ whenever the user visits a page where the same or a similar cookie is being used.

The DMA uses benign, short lived ‘session’ cookies to tell whether a website user has logged, in, where to find details that can be used to pre-fill parts of on-line forms and to personalise the user’s visit to the website. They are also used to track anonymously which areas of the site are popular and which are not used, this allows us to target carefully our website resources.

The DMA also uses cookies in its email communications to personalise the email and track whether the mail has been opened or read and whether the recipient has used any website links contained in the email communication. This allows us to monitor and improve our email communications and website.

DMA cookies do not analyse visits to other website or any searches undertaken whilst on the DMA website.

Internet browsers normally accept cookies by default; however, it is possible to set a browser to reject cookies. If this is done it is important not to exclude the benign and useful session cookies. Choose an option that rejects all third party cookies.

## LINKS TO THIRD PARTY WEBSITES

This privacy policy applies solely to the personal data collected by the DMA through the Young Spark nomination and does not apply to third party websites.

The DMA is not responsible for the privacy policies of third party websites. The DMA advises users to read the privacy policies of other websites before registering any personal data.

## SECURITY

The DMA holds your personal data in accordance with the security provisions of the UK data protection legislation.

If you have any questions about security please contact the DMA on 020 7291 3300.

## NOTIFICATION OF CHANGES

The DMA will notify all members of any changes it makes to its Privacy Policy. If the DMA decides to change its Privacy Policy, it will post such changes on this page so that you are always aware of how the DMA uses your personal data.

Users have the right to ask the DMA, in writing, for a copy of all the personal data held about them upon payment of a fee (“subject access request”) and to request that the DMA correct any inaccuracies in that information.

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