

## ProspectaBase Ltd Privacy Statement

ProspectaBase was established in 2006 to supply market intelligence for providers of Information Technology and Communications solutions. A secure database holds information on UK based corporate organisations and is regularly updated through telemarketing, emailing and web-based research.

Data is provided for use over an agreed period through licence agreements and is used to provide specific focus to marketing assignments.

### Information Processed

The database contains the names, addresses and main switchboard telephone numbers of corporate organisations, information on various aspects of technology used and contact details of executives; predominantly those employed in IT and communications roles.

The contact details held are the name and position of managers and directors, together with the business email and direct dial telephone on a number of records.

Data is processed within the provisions of GDPR on a legitimate interest basis.

### Data Retention

The aim of ProspectaBase is to update contact details every 12 months and to replenish technical demographics within 36 months.

Exclusion requests are processed within 24 hours and are monitored by the company Data Protection Officer.

Any Subject Access Requests are referred to the Data Protection Officer with a target of satisfying the requests within 10 working days.

Data is supplied to CPB clients under the cover of a ProspectaBase Licence Agreement for use over a period of 12 months. The client is then encouraged to renew the Agreement with replenished data, or they are mandated to cease use whereby ProspectaBase monitor any potential misuse on an ongoing basis.

### Website

Should you submit an enquiry through the ProspectaBase website, your contact details will be dealt with in a secure manner to process your enquiry. Your details may then be used to notify you of potential points of interest that are similar to your original enquiry and such notifications will always include an option to opt out of any future communications.

Any enquiries around Data Privacy should be put to Jon Pritchett, Data Protection Officer – [jon@prospectabase.co.uk](mailto:jon@prospectabase.co.uk)

ICO Registered ZA 230015

ProspectaBase Ltd is wholly owned by CPB UK Ltd

