

Snowdrop Independent Living Email Marketing Policy

This Email Marketing Policy explains how Snowdrop Independent Living uses the personal information collected and how you can limit our use of that personal data.

What can I expect to receive from you?

By signing up to receive marketing communications from us, you can expect to be kept informed of the latest deals and offers in-store, with special discount codes and vouchers. You will also receive updates including the latest company news, blog posts, new products and brands that are available via the store and any events we will be hosting or attending.

What information do we hold?

The information we hold on you for email marketing purposes is that which has been submitted by the user. This includes the user's name and email address. These are kept on secure servers and never shared with third party businesses outside of those stated below.

Who has access to my information?

Once submitted, your data is accessible by ourselves (Snowdrop Independent Living), and our third party email marketing suppliers, Nation Digital and Pure 360. The details are only accessible by secure login, and are never made available to persons or companies outside of those stated above.

How do you use my information?

The information you submit to receive our email marketing communications is used to send you updates as those stated above, and to monitor your experience throughout the process of receiving the email and browsing our website. You will never receive marketing communications from Nation Digital, Pure 360, or any company other than Snowdrop Independent Living by signing up to our marketing communications.

How long do you hold my information for?

The information you supply will be held on a secure server for as long as is deemed necessary for the task it is required for. This means we will hold your details for as long as we see fit for marketing communications.

If you have not responded to our marketing communications by opening the email or clicking a link, we hold the right to unsubscribe you from our marketing database. Your details will still be held on file, however you will no longer receive promotional material from us. Should you wish to receive these again, you will need to supply a new email address.

What can I do if I don't want to receive marketing communications?

Your consent to receiving marketing communications is only actioned following a freely given, specific, informed and unambiguous indication of your wishes by a statement or by a clear affirmative action, that you would like to hear from us. This will come in the form of ticking an opt-in box on one of our sign up forms. Should you not want to receive marketing communications, you can simply leave this box blank when completing a form.

If you have already signed up to receive communications from us, you can either unsubscribe via the link at the bottom of our newsletters, or you can request to be removed from further marketing communications by emailing enquiries@snowdropindependentliving.co.uk; please note that emailing this address will not result in you being added to any email marketing lists.

What can I do if I don't want my details held on file?

If you no longer wish to have any of your details held on file, you can make this request by emailing enquiries@snowdropindependentliving.co.uk. We withhold the right to hold some information on file for historical orders and those currently being processed, historical communications about products and orders, or other circumstances which are crucial for the future running of the business. Following checks to ensure that the request is legitimate and valid, non-crucial details will be removed within 28 working days in compliance with GDPR. Please note that emailing this address will not result in you being added to any email marketing lists.

Can I find out what information of mine you hold?

Yes, you can. You can request to know what information is held on you by sending an email to enquiries@snowdropindependentliving.co.uk. Following checks to ensure that the request is legitimate and valid, this information will be sent to you within 28 working days in compliance with GDPR. Please note that emailing this address will not result in you being added to any email marketing lists.

I'd like my details passed on to another company, can I request this?

Yes, you can. You can request for your information to be passed to another company by sending an email to enquiries@snowdropindependentliving.co.uk including the name of the business you'd like it transferred and an email address to send it to. Following checks to ensure that the request is legitimate and valid, your information will be sent to the other company within 28 working days in compliance with GDPR. Please note that emailing this address will not result in you being added to any email marketing lists.

What happens if there is a security breach?

In the unlikely event that your information is accessed by any persons who are unauthorised to handle it, you will be made aware within 24 hours of the breach being detected. From here, the relative authorities will be contacted and an investigation into the security breach will be undertaken. We cannot be held accountable in the event of a 'brick and mortar' break in where your information is acquired through the removal of hardware at any of ours or our third parties' physical premises.

What can I do if I have any questions or feel my data is being misused?

If you have any questions about how we handle your information once it has been submitted to us, or if you feel the information we hold on you is being misused in any way, you can contact us via enquiries@snowdropindependentliving.co.uk. Please include the nature of your query in the subject line of the email. Following checks to ensure that the request is legitimate and valid, we will be happy to assist you with any query you may have. Please note that emailing this address will not result in you being added to any email marketing lists.

Updates to this Email Marketing Policy

This Email Marketing Policy will, from time to time, be updated to ensure that it continues to be in compliance with GDPR. Small scale changes will be updated periodically to this document which will be available at <https://www.snowdropindependentliving.co.uk/subscribe-to-our-newsletter/>. However, should there be any significant updates to the policy, we hold the right to make you aware of these changes via the email you have supplied to us, along with a link to the new policy.

Email Marketing Policy last updated: Wednesday 4 April 2018 at 14:00

For any queries about this policy, please contact Snowdrop Independent Living via the details below:

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Pembrokeshire
SA61 1ET

By Phone: 01437 768383

By Email: enquiries@snowdropindependentliving.co.uk