

# ASSET SERVICES LIMITED

## PRIVACY POLICY



MessageDirect

### 1. INTRODUCTION

Asset Services Limited (t/a Message Direct) (referred to in this document as We, Our or Us [as the context requires]) are committed to protecting and respecting your privacy.

This privacy policy tells you about the information we collect from you when you use our website. In collecting this information, we are acting as a data controller and, by law, we are required to provide you with information about us, about why and how we use your data, and about the rights you have over your data.

#### 1.1 WHO ARE WE?

We are Asset Services Limited (t/a Message Direct). Our registered address is 115 Victoria Road, Ferndown, Dorset BH22 9HU. You can contact us by post at the above address, by email at [info@messagedirect.co.uk](mailto:info@messagedirect.co.uk) or by telephone on 0800 188 4555.

We are not required to have a data protection officer, so any enquiries about our use of your personal data should be addressed to the contact details above.

### 2. HOW WE USE YOUR INFORMATION

#### 2.1 WHEN YOU USE OUR WEBSITE

When you use our website to browse our products and services and view the information we make available, a number of cookies are used by us and by third parties to allow the website to function, to collect useful information about visitors and to help to make your user experience better. Some of the cookies we use are strictly necessary for our website to function, and we do not ask for your consent to place these on your computer. These cookies are [shown here](#).

#### 2.2 WHEN YOU SUBMIT AN ENQUIRY VIA OUR WEBSITE

When you submit an enquiry via our website, we collect the following information: your name, contact telephone number, company name, and email address. We use this information to respond to your query, provide you with requested information about our products and services, and ensure that we can address your enquiry accurately. We may also send you follow-up emails related to your enquiry to ensure that your needs are met to your satisfaction. We process your enquiry based on our legitimate interest in providing accurate information and support prior to a potential sale.

Your enquiry information is stored and processed within our Zoho CRM system. Zoho CRM is a secure customer relationship management platform that helps us manage and respond to customer enquiries efficiently. Your enquiry data is accessed only by authorised personnel within Message Direct, who are bound by confidentiality agreements.

We do not share your enquiry information with third parties unless it is necessary to fulfil your

request or enquiry. If such sharing is required, we ensure that appropriate data protection agreements are in place to safeguard your information.

As Zoho CRM is a cloud-based system, your enquiry information may be stored on servers located within the European Union (EU) or in compliance with EU-U.S. Privacy Shield Frameworks. Zoho CRM takes appropriate measures to protect your data in accordance with applicable data protection laws and regulations.

We do not use the information you provide to make any automated decisions that might affect you.

We keep enquiry emails for two years, after which they are securely archived and kept for seven years, when we delete them. CRM records are kept for three years after the last contact with you.

## **2.3 [OTHER TYPES OF TRANSACTIONS VIA OUR WEBSITE]**

At Message Direct we value your privacy and are committed to being transparent about how we collect, use, and protect your personal data in various transactions that take place on our website. This section outlines the details for each type of transaction:

### **Consent-Based Signups**

#### ***Personal Data Collected:***

Name, Email Address, Phone Number (optional), Company name (optional)

#### ***Purpose of the Transaction:***

To allow users to subscribe to our newsletter, updates, and promotional offers. To provide users with relevant information and updates about our services.

#### ***Lawful Basis Used:***

Consent: We obtain explicit consent from users before collecting their personal data for marketing communication.

#### ***With Whom the Personal Data are Shared:***

We do not share this personal data with third parties.

#### ***Where the Personal Data are Stored:***

Personal data from consent-based signups are stored in our Zoho CRM system.

#### ***Automated Decisions:***

No automated decisions are made based on this data.

#### ***Retention Policy:***

We retain this data until the user chooses to unsubscribe from our communication, at which point the data is deleted. Or after a period of two years.

We are committed to safeguarding your personal data and ensuring that it is used only for the purposes specified above. If you have any questions or concerns about our data handling practices, please contact our Data champion at [info@messagedirect.co.uk](mailto:info@messagedirect.co.uk).

## **2.4 YOUR RIGHTS AS A DATA SUBJECT**

By law, you can ask us what information we hold about you, and you can ask us to correct it if it is inaccurate. If we have asked for your consent to process your personal data, you may withdraw that consent at any time.

If we are processing your personal data for reasons of consent or to fulfil a contract, you can ask us to give you a copy of the information in a machine-readable format so that you can transfer it to another provider.

If we are processing your personal data for reasons of consent or legitimate interest, you can request that your data be erased.

You have the right to ask us to stop using your information for a period of time if you believe we are not doing so lawfully.

Finally, in some circumstances you can ask us not to reach decisions affecting you using automated processing or profiling.

To submit a request regarding your personal data by email, post or telephone, please use the contact information provided above in the Who Are We section of this policy.

## **2.5 YOUR RIGHT TO COMPLAIN**

If you have a complaint about our use of your information, we would prefer you to contact us directly in the first instance so that we can address your complaint. However, you can also contact the Data Protection Commission via their website at <https://ico.org.uk/> or write to them at:

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

## **2.6 UPDATES TO THIS PRIVACY POLICY**

We regularly review and, if appropriate, update this privacy policy from time to time, and as our services and use of personal data evolves. If we want to make use of your personal data in a way that we have not previously identified, we will contact you to provide information about this and, if necessary, to ask for your consent.

We will update the version number and date of this document each time it is changed.