

Direct Marketing Policy

What is direct marketing?

1. Direct marketing consists of any promotional, publicity or communications activity sent directly to particular individuals or companies intended to promote the companies services
2. Precision Colour Printing carry out direct marketing in accordance with the Privacy Notice and legal requirements.
3. Please also refer to the companies Privacy Notice which can be found **here**. The Privacy Notice explains the basis for processing personal data.

Who we are

4. Precision Colour Printing is a limited liability company with registered company number 00772047 and its registered office is at 51-53 Queen Street, Wolverhampton WV1 3BU. Our main trading address is Halesfield 1, Haldane, Telford, Shropshire, TF7 4QQ.

How does Precision Colour Printing use direct marketing?

5. Precision Colour Printing uses email, e-marketing via its CRM system, combined with direct mail, to send information directly to its business customers and contacts including business and industry updates and news on new products and services.
6. Precision Colour Printing only uses email, e-marketing and direct mail to conduct direct marketing. It does not use text messaging, telesales or fax to carry out direct marketing.
7. We never sell or share personal data to third parties.

What direct marketing might I receive from Precision Colour Printing?

8. Where a contact or customer has given their details in the course of a sale or negotiations for a sale we will use and process your personal data to send you communications about business and industry updates and news on new products or services.

In what circumstances would I receive this information?

9. You will only receive communications from Precision Colour Printing (including information about business and industry updates and news on our new products and services) if you have given your details in the course of a sale or negotiations for a sale.

What if I don't want to receive information anymore?

10. If you would like to withdraw your consent to receiving any communications you can do so using our Unsubscribe tool at the footer of the email.

20. Alternatively, if we have sent direct mail to you through the post please contact Emma Ball, Marketing Manager at eball@pcpltd.net or 01952 585585

Who do I contact if I have any questions about Precision Colour Printing's Direct Marketing policy?

22. Please write to David Haynes, Data Protection Officer, Precision Colour Printing Ltd, Haldane, Halesfield 1, Telford, Shropshire, TF7 4QQ. T: 01952 585585.