



Privacy Statement

Who we are

KMB Ltd., based at KMB House, Securehold Business Centre, Studley Road, Redditch, Worcestershire B98 7LG. Registered number 4129141

If you wish to contact a member of the KMB Team regarding this statement contact info@kmb.org.uk

We believe in respecting your privacy – it's one of the five principles of the DMA Code, to which we hold ourselves accountable.

So we take your privacy at KMB very seriously indeed. This privacy statement lays out our specific commitments, in compliance with the Data Protection Act 2018 and GDPR.

Your personal information

Collecting very specific, relevant information is a necessary part of us being able to provide you with the services and products that help you to grow your business success.

We will only use your personal information fairly and securely, and will never do anything with it (such as sharing it with any other party) that you have not clearly agreed to, or that could be considered irresponsible. We exist to promote the very best practices in marketing, and we will always live and work by them.

We'd sum it up by saying that we'll only use your information for uses that can fairly be deemed to be in your best interests. This might be to provide you personally with a better service or it might be to promote our industry as a whole.

Other purposes might be to provide a tailored service, deliver a product you have ordered, filter out products that you are not interested in, filter marketing and promotional activity, general administration, statistical analysis to help improve our offering or any other usage that is relevant, fair, honest, sensitive, responsible and respectful towards your privacy.

We will only use your personal information for the purposes we clearly state at the point at which you provide it to us – for example, give us information over the phone or engage via email to find out more information about our services.

We will only share your personal information with our employees, controller, clients, agents or professional advisors where it is necessary in order to fulfil a valid, stated purpose, as above.

You have the right to ask us for a copy of all your personal information that we hold. To make this 'subject access request', please call us or complete the form on our website www.kmb.org.uk or email sars@kmb.org.uk

Our people are
our business . . .

8
YEARS

Average staff
retention

29
YEARS

Committed to you
for 29 years

1476

F2F appointments
generated in 2018

28016

Meaningful
conversations in 2018

What does Legitimate Interests mean?

‘Legitimate Interests’ means the interests of our company in conducting and managing our business in providing KMB customers with the best service and communications and most secure experience.

For example, we have an interest in making sure our marketing is relevant for you, so we may process your information to send you marketing that is tailored to your interests.

It can also apply to processing that is in your interests as well. For example, we may process your information to protect you against fraud when transacting on our websites, and to ensure our websites and systems are secure.

When we process your personal information for our legitimate interests, we make sure to consider and balance any potential impact on you (both positive and negative), and your rights are under data protection laws. Our legitimate business interests do not automatically override your interests; we will not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law).

How long we hold your data

We will hold your data for as long as it remains relevant to do so.

Where we process your data

We process data at our registered offices.

We apply UK data protection law to our processing.

How we keep data secure

We take appropriate steps to maintain our contact information in a secure environment to prevent unauthorised use.

Following links to other sites

If you follow links to their sites from our website your data will be subject to the privacy policies/statements of those sites. You should refer to these policies before providing your data.

Your rights

You may opt out of receiving information from us by email, telephone or post. If you wish to opt out, you can do so at the bottom of any formal KMB Ltd., email communications or please email info@kmb.org.uk. Please bear in mind that if you opt out, this may affect our ability to deliver personalised communications for your benefit.

Concerns or complaints

If you have any complaints about how we are collecting, storing or processing your data, please contact us on 01527 518373 or email info@kmb.org.uk

Our people are
our business . . .

8
YEARS

Average staff
retention

29
YEARS

Committed to you
for 29 years

1476

F2F appointments
generated in 2018

28016

Meaningful
conversations in 2018