

4. Direct Marketing Procedure

4.1 KACT may collect data from consenting supporters for marketing purposes. This includes contacting them to sell tickets, updating them about group news, fundraising and other group activities.

4.2 Any time data is collected for this purpose, we will provide:

4.2.1 A clear and specific explanation of what the data will be used for (e.g. 'Tick this box if you would like KACT to send you email updates with details about our forthcoming events, fundraising activities and opportunities to get involved')

4.2.2 A method for users to show their active consent to receive these communications (e.g. a 'tick box')

4.3 Data collected will only ever be used in the way described and consented to (e.g. we will not use email data in order to market 3rd-party products unless this has been explicitly consented to).

4.4 Every marketing communication will contain a method through which a recipient can withdraw their consent (e.g. an 'unsubscribe' link in an email). Opt-out requests such as this will be processed within 14 days.

Authorised David J Fenn Data Protection Officer Date 12-5-18