**How we will use information about you**

 [**Use where providing goods or services to a customer**]

We collect information about you in order to provide you with the [goods] [and/or] [services] you have requested from us, to comply with our contractual obligations and notify you of any changes to our services. The information we collect about you includes [your name, address, email and telephone number]. [*Amend as necessary*].

**Suggested drafting to use where you would like to use an individual’s personal data to send them marketing information**

 Express opt-in (this represents best practice)

From time to time we would like to contact you by [email or post] with details of similar [goods] [services] we provide [including offers and discounts] which may be of interest. If you would like to receive information from us regarding these [goods][services], tick here □

OR [Use where you will use a variety of methods to contact the data subject and would like to provide the data subject with the opportunity to choose which method they would prefer]

From time to time we would like to contact you by with details of similar [goods] [services] we provide [including offers and discounts] which may be of interest. If you consent to us using your details for this purpose, let us know which method you would like us to contact you:

Post: □ Email: □ Text: □ Phone: □

OR Soft opt-in = this approach can be used where a data subject has previously purchased goods/services from you and you want to send them marketing information about similar goods/services

From time to time we would like to contact you with details of other similar goods and services we provide including offers and discounts which may be of interest. If you do not want to receive marketing information from us tick here: □

**Sending marketing information on behalf of/passing personal data to third parties for them to send marketing information to a data subject**

[Use drafting below where the personal data will be passed to a group company or a third party for marketing purposes]

We would also like to pass your details [to our group companies – provide names] [insert details of any other third party] [or we will contact you on their behalf] to provide you with details of the goods and services they offer [along with any associated offers and promotions]. The goods and services offered by [our group companies] [third party organisation] include [insert details]. If you consent to us [passing on your details for this purpose][sending you this marketing information], please tick to confirm: □

***Note****: where you will be sending a data subject marketing information regarding a third party (including a group company) or passing on an individual’s details to a third party for the purpose of their own marketing you will always need their express consent.*

 **Use in all cases where you will be sending the data subject marketing**

Please note that you may exercise your right to withdraw your consent and/or opt-out of receiving any of the marketing information referred to above at any time [by clicking the unsubscribe link contained in any marketing communication received] or by contacting: [*insert relevant contact details here*].

 **Use the drafting below in ALL cases**

 For further information on how your information is used, including disclosure to third parties, how we maintain security of your information and your rights in relation to the information we hold about you, please see our Privacy Policy at [*insert link here*].