

## Hardie Consulting (trading as Marketing Outcomes)

### Privacy notice

**Registered name:** Hardie Consulting Limited

This privacy notice tells you what to expect us to do with your personal information. When you use our services, you'll share some information with us, and this document details the information we collect, how we use it, who we share it with and the choices we give you to control, access and update your information. For the purposes of data protection legislation, we are the data controller of your personal data. We are registered with the Information Commissioner's Office in the UK (**ICO:00019345583**)

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#### Contact details

Postal address: Foyne Vue, Oxford Street, Lee Common, GREAT MISSENDEN, Buckinghamshire, HP16 9JT, GB

Telephone: 07557 004355

Email: [brian@hardieconsulting.co.uk](mailto:brian@hardieconsulting.co.uk)

#### What information we collect, use, and why.

The table below sets out the data we collect, the reason for doing so and the lawful basis for collecting data under GDPR:

Reason for collecting data	Data Collected	Lawful basis for collecting data under GDPR
To provide and improve products and services for clients	<ul style="list-style-type: none"> <li>• Names and contact details</li> <li>• Addresses</li> <li>• Usage data (including information about how you interact with and use our website, products and services)</li> <li>• Website user information</li> </ul>	<ul style="list-style-type: none"> <li>• Consent</li> <li>• Contract</li> <li>• Legal Obligation</li> <li>• Legitimate Interests</li> </ul>
The operation of client or customer accounts	<ul style="list-style-type: none"> <li>• Names and contact details</li> <li>• Marketing preferences</li> </ul>	<ul style="list-style-type: none"> <li>• Consent</li> <li>• Contract</li> <li>• Legal Obligation</li> </ul>

		<ul style="list-style-type: none"> <li>• Legitimate Interests</li> </ul>
Information updates or marketing purposes	<ul style="list-style-type: none"> <li>• Names and contact details</li> <li>• Addresses</li> <li>• Marketing Preferences</li> <li>• Website and app user journey information</li> <li>• IP addresses</li> </ul>	<ul style="list-style-type: none"> <li>• Consent</li> <li>• Contract</li> <li>• Legal Obligation</li> <li>• Legitimate Interests</li> </ul>
Research or archiving purposes	<ul style="list-style-type: none"> <li>• Names and contact details</li> <li>• Addresses</li> <li>• Website and app user journey information</li> <li>• IP addresses</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Consent</li> <li>• Contract</li> <li>• Legal Obligation</li> <li>• Legitimate Interests</li> </ul>
To comply with legal requirements	<ul style="list-style-type: none"> <li>• Name</li> <li>• Contact Information</li> </ul>	<ul style="list-style-type: none"> <li>• Consent</li> <li>• Contract</li> <li>• Legal Obligation</li> <li>• Legitimate Interests</li> </ul>
To protect client welfare	<ul style="list-style-type: none"> <li>• Names and contact information</li> </ul>	<ul style="list-style-type: none"> <li>• Consent</li> <li>• Contract</li> <li>• Legal Obligation</li> <li>• Legitimate Interests</li> </ul>
Recruitment purposes	<ul style="list-style-type: none"> <li>• Contact details (e.g.name, address, telephone number, personal email address)</li> </ul>	<ul style="list-style-type: none"> <li>• Consent</li> <li>• Contract</li> <li>• Legal Obligation</li> <li>• Legitimate Interests</li> </ul>
Dealing with queries, complaints or claims	<ul style="list-style-type: none"> <li>• Names and contact details</li> <li>• Addresses</li> </ul>	<ul style="list-style-type: none"> <li>• Consent</li> <li>• Contract</li> <li>• Legal Obligation</li> <li>• Legitimate Interests</li> </ul>

## Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible lawful bases in the UK GDP and you can find out more about lawful bases on the ICO’s website.

The lawful bases we have for collecting and using your data are as follows:

- Consent
- Contract
- Legal Obligation
- Legitimate Interests

(Please see page 3 for a more detailed description of each legal basis.)

Which lawful basis we rely on may affect your data protection rights which are in brief set out below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [You can read more about this right here.](#)
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [You can read more about this right here.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal information. [You can read more about this right here.](#)

- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [You can read more about this right here.](#)
- **Your right to object to processing** - You have the right to object to the processing of your personal data. [You can read more about this right here.](#)
- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [You can read more about this right here.](#)
- **Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [You can read more about this right here.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

### **Our lawful bases for the collection and use of your data**

Our lawful bases for collecting or using personal information to **provide and improve products and services for clients** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.
- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
  - A contact who has expressed interest in our services and indicates that they would like more information will always have the opportunity to unsubscribe and or request that their name and details are flagged or removed from future contact.

### **Where we get personal information from:**

We obtain personal information from the following sources:

- Directly from you
- Publicly available sources
- Previous employment

- Providers of marketing lists and other personal information

### **How long we keep information**

We will only retain your personal data for as long as necessary in relation to the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. Retention periods will be judged regularly. By law, for tax and other purposes, we have to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for seven years after they cease being customers.

We may need to keep information to evidence a contract or prevent fraud. We will review our marketing contact lists and delete those contacts where there has been no activity for three years. In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

### **Who we share information with**

Others we share personal information with

- Organisations we're legally obliged to share personal information with
- Professional consultants

### **How to complain**

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

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

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

### **Last updated**

This policy was last updated in February 2025.