



# FREQUENT ——— **QUESTIONS**



Leisure Lists is the leading marketing database company specialising in the supply of B2B marketing data for email, telemarketing, or postal records for decision makers in the UK Leisure Industry.



## Are you GDPR compliant?

Yes.

There is currently one EU certification scheme indicating compliance to GDPR[1]. A UK scheme is anticipated, but none is yet approved by the UK Information Commissioner.

The best indicator of compliance is to ensure the organisation has successfully implemented controls (including people, process, equipment, and records) which cause the organisation to ... ***'respond to the requirements of GDPR in a reliable, consistent, transparent, and verifiable manner'.***

### Accountability

Accountability is defined in GDPR as the controller being able to demonstrate compliance with the six key principles.[2] Evidence of systematic capability is often encapsulated in an information governance framework (IGF).

Leisure Lists operates an IGF which includes policies for data protection and information security.

### Are there mandatory GDPR requirements?

Yes.

Mandatory GDPR requirements are defined in the Data Protection Act 2018 and GDPR[3]; these are reflected in the current UK Information Commissioner 'compliance checklists'. We regularly compare our IGF with these checklists to provide a reliable guide that we effectively 'respond' to the mandatory requirements.

[1] <https://www.europrivacy.org/en/ep/overview>

[2] UK GDPR 5.2

[3] Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation) (Text with EEA relevance)



## Are you PECR compliant?

### Yes.

In addition to meeting our Data Protection Act 2018 and GDPR requirements, Leisure Lists also complies with the Privacy and Electronic Communications (EC Directive) Regulations 2003.

Our compliance is centred on two key requirements.

1. Our web domains and the requirement for informed consent to utilise non-essential cookies, and
2. Adherence to the direct marketing rules in regulations 21 and 22 (Calls for direct marketing purpose and use of electronic mail for direct marketing purposes)

## Do you have consent of individuals on your list?

### No.

There is no GDPR compulsion to acquire consent to process the personal data. We do not process any special category data nor the data of children. As a controller we must ensure we have a lawful basis for processing, which is our legitimate interests and those of third parties. To ensure those interests remain balanced with those of the individual, we have conducted and recorded a legitimate interests assessment test as recommended by the Information Commissioner. We regularly review this document to ensure that it remains valid.

### **Without consent, how can the lists be used for direct marketing purposes?**

The Privacy and Electronic Communications (EC Directive) Regulations 2003 (22(1)) requires the consent of an individual for the transmission of unsolicited communications by means of electronic mail to individual subscribers ONLY. Messages directed to corporate subscribers are permitted on an opt-out basis i.e., without consent.

**Our lists contain the electronic contact details of corporate subscribers. Consent is therefore not required.**



## How is your data maintained?

We telephone research our data on a rolling six month basis. In addition, any bounced emails can be returned to us for re-verification each time our data is used so that emails are corrected on an on-going continuous basis.

## How long can I use the data for?

We offer three licence options for our data as follows for postal mail, email and telemarketing:

- Single Use: Use for one campaign
- Six Month Lease: Use as often as you like over a six month licence
- Annual Lease: Use as often as you wish over twelve months.

## How do you control data use?

In common with all reputable list owners, our data contains seed addresses so that we are able to identify data that is being used out of time. For first time customers, we also ask you to sign a confidentiality letter confirming that the data will not be passed onto third parties without our agreement.

## How is your data delivered?

All data is provided in a Microsoft Excel file.

You will be able to access and download this via a password protected Microsoft OneDrive link provided by us. However, as an alternative we may deliver the file directly via email which will still be password protected.

## When does the data become mine?

Through postal, email or telephone outreach a request for further information and/or quote allows you to retain that data and develop in perpetuity.

## What guarantees do you provide?

Any inaccuracy in our postal or telemarketing data is covered by a £1 refund per record when reported within six weeks of supply. With email data, we will re-verify any bounces experienced for the duration of your lease and return the updated emails to you.



## Is telephone data screened?

Yes - when we supply telephone numbers any TPS or CTPS records are marked up accordingly.

## What ESP should I use for cold emailing?

Understanding the distinction between an Email Service Provider (ESP) and cold email software is crucial for effective cold outreach.

### ESPs: The Foundation of Your Email Communication

ESPs, such as Gmail and Outlook, are designed for standard, one-to-one email communication. They're what you use daily to correspond with clients, leads, and colleagues. These services handle the basic sending and receiving of emails.

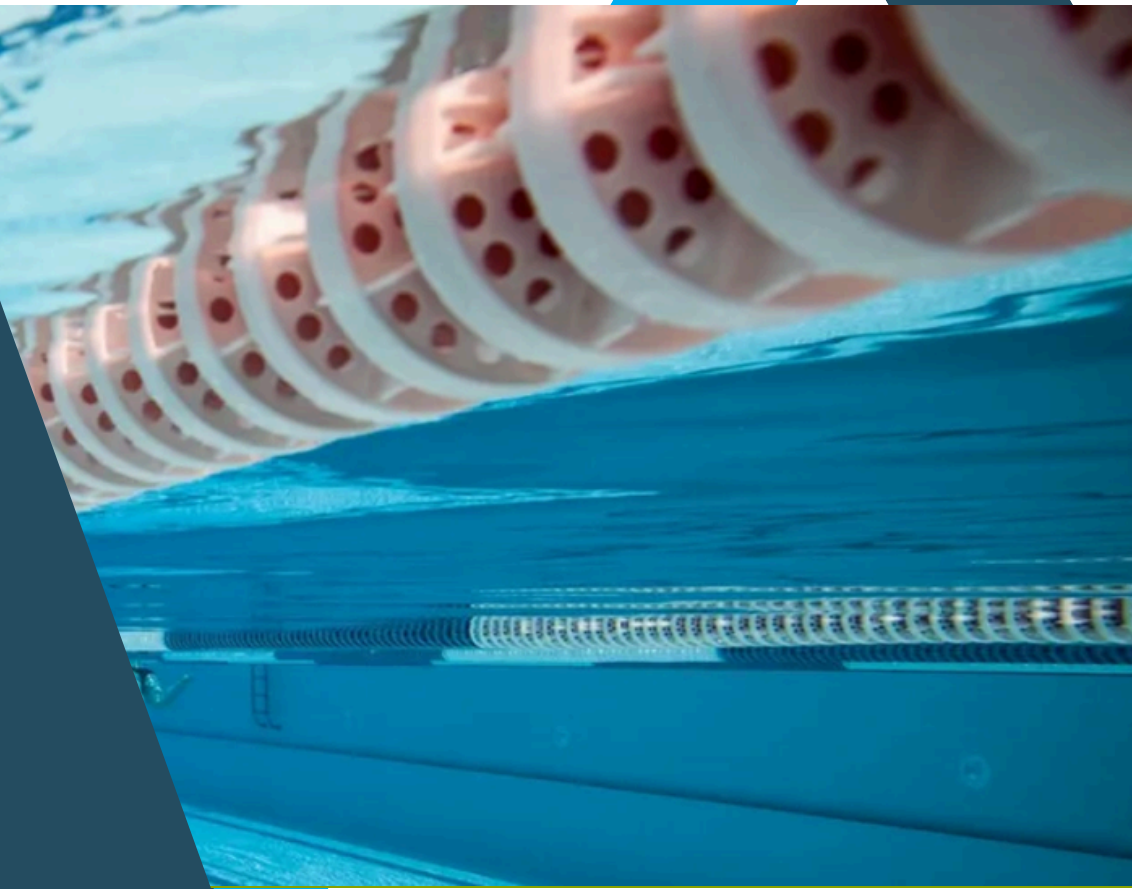
### Cold Email Software: Automating Your Outreach

Cold email software, like Saleshandy, Instantly.ai, and Smartlead, enhances your ESPs capabilities. These tools automate personalised outreach to multiple recipients, schedule follow-ups, and track key performance metrics, features not natively available in standard ESPs. They integrate with your chosen ESP to streamline your cold emailing process.

### Choosing Your ESP for Cold Emailing

While many ESPs can be used for cold emailing, Gmail and Outlook are particularly popular choices due to their reliability and widespread use. Your selection should consider factors like deliverability, ease of integration with cold email software, and your specific needs. Remember, the ESP provides the infrastructure, while the cold email software adds the automation and tracking necessary for effective campaigns.





---

# THANK YOU

---



Please feel free to contact the team if you need any further information.