**RETENTION POLICY**

*Last Updated: 27th March 2023*

Thank you for visiting 25/8 Marketing Group.

Your privacy is important to us. This Retention Policy is where we explain to you how long we may retain personal information that is collected when you visit our site, [www.258marketinggroup.com](http://www.258marketinggroup.com) when you purchase goods and services from us.

This policy should be read together with our Privacy Policy and Cookie Policy which together with this Retention Policy describe the manner in which we handle your personal information when you visit our site.

For convenience, we have divided our data protection policies into three separate pages:

1. **Our Privacy Policy**

You can find our Privacy Policy [[HERE]](https://258marketinggroup-my.sharepoint.com/personal/paul_258marketinggroup_com/Documents/Documents/258%20Marketing%20Group%20documentation/BMS/Policies/Security%20and%20data%20protection%20policies/258MGP038%200323%20V2%20258%20Marketing%20Group%20Website%20Privacy%20Policy.docx) which explains generally how we collect, use, store, and protect your personal information.

1. **Our Cookie Policy**

Our Cookie Policy is available [[HERE]](https://258marketinggroup-my.sharepoint.com/personal/paul_258marketinggroup_com/Documents/Documents/258%20Marketing%20Group%20documentation/BMS/Policies/Security%20and%20data%20protection%20policies/258MGP039%200323%20V2%20258%20Marketing%20Group%20Website%20Cookie%20Policy.docx) and explains more about how we may collect personal information about you via cookies (it also explains what cookies are).

1. **Our Retention Policy**

Our retention policy, which is this document, explains how long we may hold onto personal information collected or processed by us.

If you have any questions please do not hesitate to contact us at **info@258marketinggroup.com** or, if you prefer to call or write to us, then you can find our contact details at the bottom of this page.

**WHO WE ARE**

We are 25/8 Marketing Group Limited. We are registered in England & Wales as a limited liability company. Our registered number is 13293097 and our registered office is at Crown House, Bridgewater Close, Burnley BB11 5TE.

We also have a sister company, 25/8 Connect Ltd.

But, for the purposes of this Cookie Policy, it’s just easier if we refer to ourselves as “**we**”.

**PURPOSE OF THIS DOCUMENT**

The purpose of the Retention Policy is to explain what personal information we may collect about you when you visit our site or interact with our services, the purpose of that collection, and how long we store that personal information for.

Our Retention Policy is broadly divided into two sections:

* Our website;
* Goods and services; and
* Cookies.

Depending on how you interact with our site and our services we may collect different types of personal information about you. The duration that we retain that personal information will vary depending on how you interact with us. For example, we may retain information about you for a longer period of time if you have asked us to keep you updated about developments in our business of if you are one of our customers and we are required to abide by the terms of a contract between you and us.

The types of personal information that we collect, its purpose, and retention period is detailed in the tables below.

**OUR WEBSITE**

This table details the personal information and we may collect about you on our site located at www.258marketinggroup.com – this includes information that you may send to us or that we may collect about you when you are interacting with our related businesses: 25/8 Connect.

|  |  |  |
| --- | --- | --- |
| **Personal Information** | **Purpose** | **Retention Period** |
| IP Address | For analytical purposes | Indefinite unless asked to erase |
| First Name | Given as a result of an online enquiry or details given to process an order. | Indefinite unless asked to erase |
| Last Name | Given as a result of an online enquiry or details given to process an order. | Indefinite unless asked to erase |
| E-Mail Address | Given as a result of an online enquiry or details given to process an order and communicate with you | Indefinite unless asked to erase |
| Telephone Number | To contact you | Indefinite unless asked to erase |
| Address | We may ask you to provide us with your address in order for us to calculate shipping costs to you, deliver goods and services to you, and ensure that we can communicate with you. | We will retain your address indefinitely, but for no less than 7 years for us to comply with our legal financial obligations. |

**GOODS AND SERVICES**

This table details the personal information that we may collect about you or that you may pass to is if you are one of our customers and/or purchase goods and services from us subject to a contract between you and us. Unlike the table above, this information may be received from a number of different sources including our site but also through e-mail communication and telephone calls between you and us.

|  |  |  |
| --- | --- | --- |
| **Personal Information** | **Purpose** | **Retention Period** |
| First Name | Given as a result of an online enquiry or details given to process an order. | Indefinite unless asked to erase |
| Last Name | Given as a result of an online enquiry or details given to process an order. | Indefinite unless asked to erase |
| E-Mail Address | Given as a result of an online enquiry or details given to process an order and communicate with you | Indefinite unless asked to erase |
| Telephone Number | To contact you | Indefinite unless asked to erase |
| Address | We may ask you to provide us with your address in order for us to calculate shipping costs to you, deliver goods and services to you, and ensure that we can communicate with you and invoice the appropriate individual or business entity. | We will retain your address indefinitely, but for no less than 7 years for us to comply with our legal financial obligations. |

**COOKIES**

You can find more information about the types of cookies that we use and their purpose by visiting our Cookie Policy [[HERE].](https://258marketinggroup-my.sharepoint.com/personal/paul_258marketinggroup_com/Documents/Documents/258%20Marketing%20Group%20documentation/BMS/Policies/Security%20and%20data%20protection%20policies/258MGP039%200323%20V2%20258%20Marketing%20Group%20Website%20Cookie%20Policy.docx) The list of Cookies used is in our Cookies policy.

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site. You may also delete any cookies stored on your computer at any time.

You can find out more about changing cookie settings on your computer by visiting http://www.allaboutcookies.org/manage-cookies/.

Different cookies may be stored for different periods of time. In many cases these cookies are updated automatically each time you visit our site or may expire and be deleted by your device automatically. Each time you visit our site you start a new “**session**”. When you leave our site the session ends. The expiry period of a cookie will usually run from the date of the most recent session. This means that, each time you visit our site, the expiry period for those cookies may reset.

It is important to understand that when a cookie is placed on your device it will reside on your hard drive until it expires and is deleted or it may reside on your hard drive until you manually delete it – this entirely depends on your individual browser settings and we do not have control over this.

**MARKETING AND OTHER COMMUNICATION**

We do not use any of the personal information collected or that you may pass to us for any marketing purposes. If you have requested that we get in touch with you then we will only use your personal information to assist us in answering your query.

**CHANGES TO OUR RETENTION POLICY**

We may need to change this Retention Policy if it’s necessary for legal reasons or to reflect changes to our site and services or the purposes for which we may wish to collect and process your personal information. In any case, the provisions of this Retention Policy may be changed without prejudice to your rights. When we change our Retention Policy we will make the updated Retention Policy available on our site and we will also update the “Last Updated” date.

Once we change our Retention Policy, it will come into effect 30 days after we post it on our site. We may also use reasonable means to get in touch with you directly, this may include asking you to agree to the updated Retention Policy before we process further information about you or it may require us to suspend access to parts of our site or the scope of our services until you agree to the updated Retention Policy – we will only restrict access to parts of our site or our services where we deem it is necessary for us to collect or process personal information about you. If you have an account on our site then we may reset your login and seek new consent if there is a change in the purpose or duration that we retain your personal information.

You’re welcome to contact us if you have questions about the changes.

**CONTACT US**

This Retention Policy was prepared with brevity and clarity in mind. It does not provide exhaustive detail of all aspects of our retention of your personal information. However, we are happy to provide additional information or explanation needed.

If you have any questions, comments or requests regarding our Retention Policy then please do not hesitate to get in touch with us. To make things easier for both of us we would appreciate it if your queries were addressed to:

**Privacy Officer**

**70 Helena Road**

**Rayleigh**

**Essex SS6 8LQ**

**United Kingdom**

or

**info@258marketinggroup.com**

or

**Telephone:** +44 (0)7812 124979