



## Register of data controllers

### Entry details

**Organisation name** : Fresh Relevance Ltd

**Registration reference** : ZA115977

**Date registered** : 11 May 2015

**Registration expires** : 10 May 2018

### Organisation Address

2 Venture Road  
Southampton Science Park, Chilworth  
Hampshire  
SO16 7NP

**Companies House registration number:** 07754049

### Trading names

Triggered Messaging

### Customer enquiry contact details

CTO  
2 Venture Road  
Southampton Science Park, Chilworth  
Hampshire  
SO16 7NP  
Email address: [hello@freshrelevance.com](mailto:hello@freshrelevance.com)

### Nature of work description

Nature of work - Marketing/Advertising Agency

### Description of processing

The following is a broad description of the way this organisation/data controller processes personal information. To understand how your own personal information is processed you may need to refer to any personal communications you have received, check any privacy notices the organisation has provided or contact the organisation to ask about your personal circumstances.

#### Reasons/purposes for processing information

We process personal information to enable us to:

- provide marketing, advertising and public relation services to our clients
- maintain our accounts and records
- promote our services
- undertake research
- support and manage our employees

#### Type/classes of information processed

- We process information relating to the above reasons/purposes. This information may include:
  - personal details
  - membership details
  - goods and services
  - family details
  - lifestyle and social circumstances
  - financial details
  - education and employment details

We also process sensitive classes of information that may include:

- physical or mental health details
- racial or ethnic origin
- religious or other beliefs of a similar nature
- offences and alleged offences
- trade union membership

#### Who the information is processed about

We process personal information about our:

- customers and clients
- employees
- suppliers
- enquirers and complainants
- survey respondents
- professional advisers and consultants

#### Who the information may be shared with

We sometimes need to share the personal information we process with the individual themselves and also with other organisations. Where this is necessary we are required to comply with all aspects of the Data Protection Act (DPA). What follows is a description of the types of organisations we may need to share some of the personal information we process with for one or more reasons.

Where necessary or required we share information with:

- current, past or prospective employers
- suppliers and service providers
- financial organisations
- family, associates and representatives of the person whose personal data we are processing
- trade associations and bodies
- professional advisers and consultants
- central government
- employment and recruitment agencies
- business associates
- survey and research organisations
- credit reference agencies
- debt collection agencies

Undertaking research

Summary information, but not personal information, is also processed in order to undertake research.

Transfers

It may sometimes be necessary to transfer personal information overseas. When this is needed information is only shared within the European Economic Area (EEA). Any transfers made will be in full compliance with all aspects of the data protection act.

**End of Report**