

ENERGUS.

Marketing Procedure (ENG-IMP08)

Version Control

	Version 1			
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Marketing Procedure

ENG-IMP08

Scope

This procedure sets out what data we hold for marketing procedures and what we use the personal data for.

Process

Personal information such as telephone numbers and email addresses may be used by ENERGUS to communicate marketing messages and offers.

The data we store will include names, date of birth, gender, email address, address, telephone number and organisation details. These will be stored on a secure CRM system which requires password access and other marketing databases such as Mail chimp which also requires password access.

These details may be used for mail shots, newsletters, special offers and direct email marketing.

The methods we use to acquire this information includes, but are not limited to the following;

- Purple Wi-Fi system in place at Energus
- Previous booking/previous customer
- Networking/Stakeholder events
- Internal Databases
- Social Media channels

If a contact would like their details removed they are required to email Hello@Energus.co.uk and all details will be removed from all areas. However if we need these contact details for contracts the information will need to be kept on the CRM system.