



## Email Marketing & Privacy Policy

We are a reputable design and manufacturing company which supplies services to many businesses across the UK and internationally. From time to time we seek out organisations and businesses that may be interested in our services and approach them through an email. These email campaigns are always targeted, purposeful, justifiable and never random.

We adhere closely to the appropriate conditions of the Data Protection Act and only address email marketing campaigns to businesses and/or organisations that are listed as such in directories and/or can be found through Google searches.

The Information Commissioners Office (ICO) regulations and Good Practice Guidelines stipulate that we should state clearly who we are and give a clear and easy facility to unsubscribe. We stick rigidly to both the regulations and the Good Practice Guidelines. Any marketing mailing sent is specifically compared against a master unsubscribe list to ensure that none of our mailings ever reach an email address which has previously been unsubscribed. Unsubscribing from our mailing lists is made very easy by clicking 'UNSUBSCRIBE HERE' on any mail-shot from us and confirmation of removal is given.

We only ever send marketing emails to our existing database of customers/prospects or businesses and organisations whose contact details can be found on the internet. All data is securely stored within our own systems.

We do not buy, sell or exchange mailing lists with any other company.

We are always pleased to take on comments and feedback and improve our processes and standards wherever possible. Please do not hesitate to email us at [lizzy@labcraft.co.uk](mailto:lizzy@labcraft.co.uk) if you are unhappy with our email marketing and/or would like to raise an issue with us. You can be assured that your email will receive personal attention and we will certainly view your comments as important in further considerations of our marketing practices.

If you would prefer to speak to an individual to address any concerns and/or have email addresses unsubscribed from our list, please do not hesitate to call us on 01799 513434.