

# Direct Marketing Policy

Welcome to our Direct Marketing Policy for LRG (formerly The Leaders Romans Group). We're excited to share our products and services with you, and we want to make sure we're doing it in a way that complies with the law, industry best practice and respects your privacy.

## First of all, what is direct marketing?

It's basically the way we try to promote our business directly to you, which includes text messages, emails, telephone calls or letters. We're part of a group of companies called LRG and all our businesses comply with the same policies and legislation. We take data protection very seriously and have a Data Protection Team dedicated to making sure we're following all the laws and regulations.

You can check out our full Privacy Policy on our website <https://www.lrg.co.uk/privacy/> if you want to know more information about how we process your personal information.

We use an e-marketing system called Hubspot, combined with Microsoft Outlook, to send you information about our products and services, like property market insights, special offers, services and news. But don't worry, we only send you these emails if you've given us permission to do so. We comply with the Privacy and Electronic Communications Regulations 2003 (as amended), UK GDPR, and the Data Protection Act 2018, so we only send you emails if you've opted in.

At LRG, we're always looking for new ways to connect with our customers and offer them the best products and services. That's why from time to time, you may receive a call from our friendly customer contact team. We want to make sure you know that if the call is recorded, we'll let you know right away. We have a Call Recording Policy in place to make sure we're following all data protection laws. And don't worry, we'll only call you if you've given us permission to do so.

If you ever change your mind and don't want to receive emails, calls or text messages from us anymore, you can amend your preferences at any time by clicking the 'Manage Preferences' link in the footer of all marketing emails or by sending an email to [unsubscribe@lrg.co.uk](mailto:unsubscribe@lrg.co.uk) and our Data Protection Team will take care of it for you.

Furthermore, we might share your personal data with trusted third parties, but only if it's necessary to give you the best service, and we will make sure they will also comply with all E-marketing rules and UK GDPR regulations.

Thanks for taking the time to read this, and if you have any concerns or questions just let us know!

## Your rights and our contact information

We want to reassure you that you do have certain rights when it comes to your personal data. You have the right to ask us to make changes to any inaccurate information we have about you, to have a copy of your data, to erase any information we have about you, and to restrict how we use your information.

If you'd like to exercise any of these rights, please contact us at [dataprotection@lrg.co.uk](mailto:dataprotection@lrg.co.uk) with your name, contact details, the business you have been dealing with. We'll make sure to take care of your request as soon as possible, within the legal deadline.

Don't hesitate to reach out to us if you have any concerns or questions about your rights or the way we handle your personal data. We're here to help and make sure that your rights are respected.

If at any point you feel that we haven't handled your information in accordance with the law, you have the right to make a complaint. The best place to start is by emailing me, Zara Harrington, at [dataprotection@lrg.co.uk](mailto:dataprotection@lrg.co.uk). I'll do my best to address your concerns and resolve the issue quickly.

And if for any reason your concern remains unresolved, you also have the right to contact the Information Commissioner's Office for further assistance. They have a lot of helpful information on their website ([www.ico.org.uk](http://www.ico.org.uk)) about data protection laws and advice on how to make a complaint.

### **Flyers, leaflets and letters**

Occasionally we will send out letters addressed to the "legal owner", "home owner" or "occupier" to raise awareness of our business, our local brand or to advise of our products and services. Such letters are not considered to be direct marketing as they are not addressed to a person, so these letters do not breach the Direct Marketing Association rules or GDPR.

### **Legal information about LRG**

Just to let you know a little bit about the company you're dealing with. LRG (formerly The Leaders Romans Group Limited) is a limited company that's registered with Companies House. Our company number is 09939099 and our head office is located at Crowthorne House, Nine Mile Ride, Wokingham, RG40 3GZ. When you choose to use our products or services, we will ensure your personal information is used in accordance with our policies and stays safe & secure.

We take our responsibilities very seriously and we're registered with the Information Commissioner under registration number ZA781332. We are committed to following all the ICO guidance and GDPR legislation to reassure you.

A list of all our companies and brands can be found in our privacy policy [HERE](#) where you can find more details about how we comply with UK GDPR and the Data Protection Act.

If you want to know more about our products, services and policies, please check out our main website at [www.lrg.co.uk](http://www.lrg.co.uk)

*Thanks for choosing us!*

**Zara Harrington**

Last updated: 4th March 2025