

	Title:	<b>Privacy Policy – Email Marketing Sign-Up</b>
<b>RGL Electronics Ltd Company Policy</b>	Owner:	Managing Director / HR
	Effective Date:	July 2026

This section of our Privacy Policy explains how RGL Electronics Ltd ("we", "us", "our") collects, uses, and protects your personal data when you sign up to receive marketing emails from us. It is written to comply with the UK/EU General Data Protection Regulation (GDPR).

## 1. Who we are

RGL Electronics Ltd ("we", "us", "our") is the data controller for the personal data described in this policy.

- Address: Units 5 – 7 Spring Lane, Willenhall, WV12 4HL
- Contact email: info@rgl.co
- (If applicable) Data Protection Officer: Lucas Jones / lucas@rgl.co

## 2. What data we collect

When you tick the box to sign up for marketing emails, we collect:

- Your email address
- Your name (if provided on the same form)
- The date and time you gave consent
- The specific wording of the consent statement you agreed to
- Any preferences you select (e.g. topics you're interested in)

We may also automatically collect data about how you interact with our emails (opens, clicks) using tools like Mailchimp, for analytics and to improve our communications.

## 3. Our lawful basis for processing

We rely on consent (Article 6(1)(a) GDPR) as our lawful basis for sending you marketing emails. This means:

- We only send marketing emails to people who have actively opted in (no pre-ticked boxes, no assumed consent).
- You can withdraw your consent at any time, and we will stop processing your data for this purpose as soon as we action your request.
- Withdrawing consent doesn't affect the lawfulness of processing before you withdrew it.

## 4. What we use your data for

We use the personal data you provide to:

- Send you the type of content you signed up for (e.g. new product updates, guides)
- Personalise content based on your preferences
- Measure engagement with our emails (open rates, click rates) to improve what we send
- Maintain an accurate record of your consent, as required by GDPR accountability rules

We will not:

- Sell or rent your email address to third parties
- Use your data for purposes beyond what you consented to, without asking you again

## 5. How long we keep your data

We keep your data for as long as you remain subscribed, plus 1 month after you unsubscribe or become inactive, so we can maintain a suppression list and demonstrate compliance. After this period, we securely delete or anonymise your data.

## 6. Who we share your data with

We may share your data with trusted third-party processors who help us run our email marketing, such as:

- Mailchimp - email delivery and campaign management

These providers only process your data on our instructions and are bound by data processing agreements. We do not transfer your data outside the UK/EEA unless adequate safeguards are in place (e.g. Standard Contractual Clauses).

## 7. How to withdraw consent / unsubscribe

You can unsubscribe at any time by:

- Clicking the "unsubscribe" link at the bottom of any marketing email we send, or
- Contacting us directly at [info@rgl.co](mailto:info@rgl.co)

We will action unsubscribe requests promptly and without requiring justification.

## 8. Your rights under GDPR

You have the right to:

- Access the personal data we hold about you
- Rectify inaccurate or incomplete data
- Erase your data ("right to be forgotten")
- Restrict processing in certain circumstances
- Object to processing based on legitimate interests or direct marketing
- Data portability — receive your data in a structured, commonly used format
- Withdraw consent at any time (see Section 7)
- Lodge a complaint with the Information Commissioner's Office (ICO) at [ico.org.uk](https://ico.org.uk) if you believe we have mishandled your data

To exercise any of these rights, contact us at [info@rgl.co](mailto:info@rgl.co). We will respond within one month, as required by GDPR.

## 9. How we protect your data

We use appropriate technical and organisational measures to protect your personal data, including encryption / access controls / staff training, to prevent unauthorised access, loss, or misuse.

## 10. Changes to this policy

We may update this policy from time to time. Any changes will be posted on this page with an updated "last updated" date. If changes are significant, we will notify subscribers by email.

## 11. Contact us

If you have questions about this policy or how we handle your data, contact us at:

RGL Electronics Ltd

[info@rgl.co](mailto:info@rgl.co)

C/O Muras Baker Jones Limited 3rd Floor, Regent House, Bath Avenue, Wolverhampton, England, WV1 4EG