



Plain English GDPR terms & conditions



Here are a few points from our terms of business for easy reading that **helps all parties remain compliant with GDPR.**

1



Data is provided on a licence to you and always remains the property of BDP, therefore we request that this is used for direct marketing purposes concerning business matters only.

2



Please let BDP know if you would like to share the data with any third parties, so that this is agreed beforehand. **It helps us know where the data is at all times for compliance.**

3



BDP provide business data under legitimate interests. To ensure that we select the most **accurate companies for you to target**, please inform us of the products and services that you will be promoting with the licensed data.

4



BDP provide most bespoke **custom built databases within 24-48 hours of receiving an order**. To find out more information about how we build your specific base, ask your Account Manager today.

5



When sending emails, we request that you only send these through a white listed email provider within the UK/EU.

This helps prevent your domain from becoming blocked, ensures you have an unsubscribe link and ensures that you remain compliant.

6



BDP are the only data company to provide a **100% data guarantee and we are very proud of this**. The 100% guarantee covers deliverability of mailing or postal addresses and email addresses delivered through a recommended email service provider and ensures that after you have completed your campaign, any issues as outlined can be covered by us.

7



To ensure you stay compliant, BDP request that you do not use the data if you no longer have a licence to do so, such as if the licence has been exhausted, cancelled or has expired. To ensure you are covered, you may have a recurring licence, which means the data licence supplied can continue to be supplied until terminated as outlined in our terms.

8



To ensure we stay compliant, BDP monitor all data for unauthorised usage. After a number of years, we have had to implement penalties for such use, they are very significant with the intention to dissuade you from misusing the data.

9



Of course, when a prospect has **purchased from you or signed up to your website and therefore becomes a customer**, you can create your own record for this customer and you do not need to delete them after the licence has finished.

10



This is intended to give you a brief overview. It does not substitute our full terms of business. **Please ensure you familiarise yourself with these terms and conditions too.** We look forward to working with you.

How can we help?

We are a friendly team, **call us on 0333 200 1860**
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