

## Marketing Fair Processing Notice

- **Identity and contact details of the controller and where applicable, the controller's representative) and the data protection officer**

Merseytravel is the 'data controller' for your personal information. This means that we decide the purpose and means of how your data is used as part of our Mersey Ferries marketing activities.

If you have any questions about how your information is being used you can contact Merseytravel's Data Protection Officer at

[DPO@merseytravel.gov.uk](mailto:DPO@merseytravel.gov.uk)

0151 330 1679

1 Mann Island, Liverpool, L69 3HN

- **Purpose of the processing and the legal basis for the processing**

Your information is being used as part of our marketing activities, and we are able to do this with your consent that you provided when you signed up on our website to receive regular news, updates and special offers about Mersey Ferries.

- **Description of the categories of personal data**

The categories of information being processed include your title, first name, last name and email address.

Your information will be shared with Dotmailer, for the purposes of Mersey Ferries email marketing. Dotmailer are an email marketing software provider, based here in the UK.

- **Retention period or criteria used to determine the retention period**

Your data will be kept indefinitely from the date of when you signed up, unless you unsubscribe, which you are able to do at any time following the instructions found at the bottom of every email we send to you. This retention has been determined by Mersey Ferry's business need.

- **The existence of each of data subject's rights**

The GDPR provides you with the following rights when it comes to your personal data:

- The right to be informed how your personal data is being processed
- The right of access to the personal data we hold about you, which includes providing copies of the information to you within one month of a request. We may charge a reasonable fee to provide this information based on our administrative costs of responding (i.e. photocopying, postage, etc.).
- The right to rectification of any incorrect or incomplete data we hold about you
- The right to erasure, also known as 'the right to be forgotten', where
  - Your information is no longer required for the purpose it was collected
  - You withdraw your consent
  - You object to Merseytravel processing your information (and there is no overriding legitimate interest for continuing the processing)

- Merseytravel has breached the GDPR when processing your data
  - There is a legal obligation to delete the data (such as a court order)
- The right to restrict processing, which limits what Merseytravel can do with your information
- The right to data portability, where any automated processing of your information based on your consent or as part of a contract is made available for your reuse
- The right to object to direct marketing or any processing based on the performance of a task in the public interest/exercise of official authority or for the purposes of scientific/historical research and statistics.
- Rights in relation to automated decision making and profiling, where a decision made by a computer has a legal or significant effect on you.
  
- **The right to withdraw consent at any time**

You have the right to withdraw your consent and stop receiving our marketing at any time.

- **The right to lodge a complaint with a supervisory authority**

You have the right to lodge a complaint regarding the processing of your personal data to the UK's supervisory authority, the Information Commissioner, who can be reached using the details below:

The Information Commissioner's Office,  
Wycliffe House,  
Water Lane,  
Wilmslow,  
Cheshire SK9 5AF  
[www.ico.gov.uk](http://www.ico.gov.uk)  
0303 123 1113