



RGA UK Ltd

*New era direct marketing for the UK
meetings and events industry*

UK's No 1 producer of

DATABASES,

TELEMARKETING &

DIRECT MAIL SERVICES

generating leads for

meeting, venues, destinations & services

TARGETING

corporate, association conference, meeting, & event planners,

event management agencies.

AND, Business Travel

BUYERS

A unique
source of DATA (GDPR ready)
and
direct marketing services
that
GENERATE
LEADS
from
Corporate Meeting,
Event and
TRAVEL BUYERS
IN
top UK
corporations,
associations &
EVENT AGENCIES

RGA produce a range of proprietary databases identifying contact details of key individuals responsible for organising meeting and events, corporate hospitality, incentive travel programmes and business travel, on behalf of their company. These individuals are involved with selecting the venues, organising travel arrangements and overseeing arrangements for the company. RGA's contact databases are categorised by job title, industry sector or geographically to assist your precise marketing plan. RGA also produce the most comprehensive database of Event Management Agencies available in the UK.

RGA partner with leading B2B lists providers which enables us to create a "Super List" for your mailshot despatch. RGA's Mail Centre will manage and despatch all your mailshot needs both nationally and or internationally (using either our data and/or data supplied by you): newsletters, brochures, fliers, including personalised letters, if required.

E-marketing - RGA's email broadcast service delivers your e-message to the "in-box" of '000's of meeting buyers in the UK and internationally, so key buyers receive your message instantly!

RGA Telemarketing Centre - specialists in communicating with business meeting, conference, event, tourism and travel buyers.

RGA UK Ltd – Meeting, Event & Business Travel Buyers Databases, Direct Mail Management, Database Management, Telemarketing Centre, Direct Marketing Consultancy, providing a unique "one-stop-service" generating leads and delivering your message directly into the hands of potential new clients from the corporate events, tourism & hospitality sector.

*RGA, it's all in one place,
SYNERGY*

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Databases by RGA

proprietary databases identifying buyers of meetings, events & business travel

produced by RGA's, in-house research department

RGA Event Buyers Universe 9,500 • £1040

RGA's COMPLETE Database of Corporates, Agents & Associations Buyers:

Top UK Companies, Insurance Industry, Banks & Financial Services, UK Event Agents, Associations & Trade Unions, Pharmaceutical, Health & Cosmetic Companies, Embassies & International & UK Trade Offices, IT, Net & Telecommunications Companies, International Companies in UK, Motor & Transport Industry, Training Officers in leading UK Companies, FMCG & Retail, Miscellaneous, Media, Film & PR
(approximately: 6800 corporates + 1300 associations + 1300 event agencies)

RGA Event Buyers "lite" 8000 • £880

as above, EXCLUDING event agencies or venue finders

RGA Email Network 9000 • £990

email & telemarketing data of leading corporate, association and agency event buyers

Email Network "lite" 7750 • £850

contact data of corporate and association event buyers with emails (excludes agents)

London Buyers Email Network 3000 • £570

contact data of corporations, associations and event agencies in London

THE ELITE BUYERS 2018, 1st Edition 6500 • £715

6000 Elite Buyers of Conference, Meeting & Event services from Top UK Corporations & Associations

Business Travel Buyers:

Business Travel Buyers in Leading UK Companies 3000 • £570

key BT buyers - booking hotel accommodation, flights etc. in top UK corporations

London Business Travel Buyers 1000 • £205

key BT buyers - booking hotel accommodation, flights etc in leading London based corporations

Data by Industry Sectors:

Top 650 UK Companies • £130

key event buyers in the UK's most profitable industrial & manufacturing companies

Associations & Trade Unions 1300 • £265

key individuals within the UK's professional and trade associations, regulatory boards, trade unions and major charities.

Corporate Law & Accounting Firms 600 • £120

key contact in the country's leading law firms, accountants and management consulting firms

Pharmaceutical, Health & Cosmetic Companies 550 • £110

contacts in international pharmaceutical and cosmetic companies located in the UK

Banks & Financial Services 600 • £120

key names in major UK domestic and international banks, building societies & regulatory boards

Media, Film & PR Companies 500 • £100

contact names in media, film, publishing, PR agencies/advertising & communications companies

IT, Net & Telecommunications Companies 600 • £120

contacts in leading computer hardware & software companies and telecommunications

Insurance Industry 200 • £50

meeting buyers in insurance companies, Lloyds broker's, leading consultants & regulatory boards

Motor & Transport Industry 350 • £70

contacts in worldwide motor & transport industry located in the UK

FMCG & Retail 700 • £140

department stores, supermarket chains, fmcg and fashion

Property, Construction & Utilities 500 • £100

event buyers from estate & property agents, building, construction, energy and utility companies

Embassies and International & UK Trade Offices 200 • £50

London's high powered diplomatic community, UK government departments & regional offices

International Companies in UK 400 • £80

North American, Japanese & European companies with offices in UK

Miscellaneous Sectors 900 • £180

sectors in UK not included above

UK Event Bookers – Worldwide 450 • £90

Job Title: *(sourced from industry sector data above)*

RGA TOP UK Corporate Event Officers 1600 • £330

the UK's TOP business meeting and event officers

P.A's, Executive Secretaries and Office Managers 1600 • £330

leading administrators in leading UK corporations

HR, Personnel & Training Officers 800 • £160

human resources and personnel managers / directors / officers in UK corporations

Sales & Marketing Officers 1600 • £330

sales & marketing decision makers in leading UK organisations

Regional Compilation Lists *(sourced from data above)*

Leading 3000 London Corporations • £570

Leading 3750 London & M25 Circle Corporations • £675

Leading 1500 Home Counties Corporations • £305

Leading 1000 M4 Corridor Corps • £205

Leading 950 M1 Corridor Corps • £190

Leading 750 M5/M6 Corridor Corps • £150

Leading 1250 Midlands & Welsh Corporations • £255

Leading 1250 Northern Corporations • £255

Leading 500 Southern Corporations • £100

Leading 300 Scottish Corporations • £60

Event Agencies:

UK Event Agents 1300 • £265

contacts in conference/event management agencies & incentive travel houses

London Event Agents 850 • £170

conference management and incentive travel agents based in Central & Greater London

RGA Top 200 Event Agents • £50

the UK's TOP Event Management Agencies

PRICE for multi-use of RGA data for ONE YEAR single site/brand

Call us for details of multi-site / brand use

After twelve months there is an option to re-purchase a refreshed version of the same list at a 25% reduction off listed price.

During cleaning the data count may fluctuate, we allow 5% record fluctuation before pro-rata costs apply.

DIRECT MAIL SHOP

Email Broadcast

MiCE buyers from our uniquely targeted databases

- 9000 RGA's MiCE Buyers Network • £450 + vat

Or, split the data into organisations & agents:

- 8000 Corporate & Association Event Organisers • £350 + vat
- 1000 UK Event Agents • £125 + vat

INCLUDES:

1. *email data merge*
2. *set-up & despatch*
3. *read receipt report*
4. **one time rental of email database*

send us your copy / html flier ...we'll do the rest!

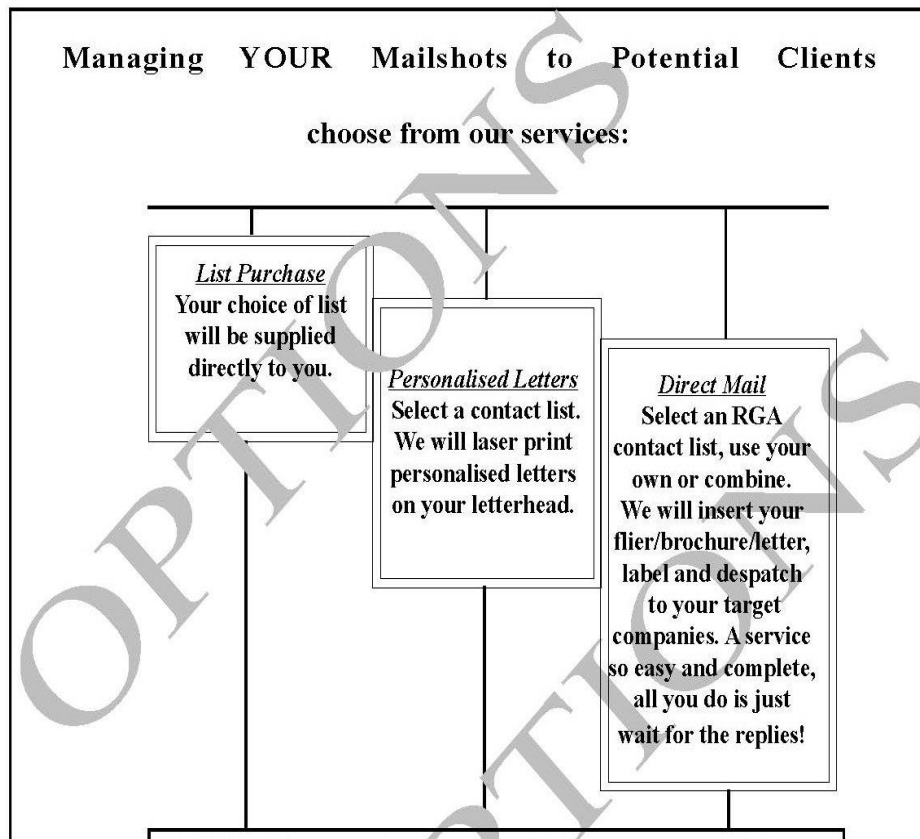
** copy of data NOT supplied*

Mailshot Management

don't waste your team's time, filling envelopes!

RGA's team will take the strain and manage the whole mailshots despatch process leaving your team less stressed and with enough time (and energy!) to,

follow-up the leads...



Direct Mail Despatch

RGA, a reliable team who have despatched mailshots for over 25 years

Our team manage campaigns on your behalf

<p>Laser printed personalised letters</p> <p><i>includes: set-up, laser printing and electronic signature</i></p>	<p>from 8p each</p>
<p>Mailshot fulfilment</p>	<p>from 7p each</p>
<p>Data merge and laser printing address labels</p>	<p>£30 per 1000</p>
<p>Postage – normal postage rates apply</p> <p><i>greatly reduced rates apply to bulk mailing</i></p>	<p><i>Postage is an additional cost</i></p>
<p>Create an immediate impact with our display envelopes, add your LOGO / IMAGE and strap line.</p> <p><i>available at very competitive prices</i></p>	

Telemarketing Centre

Our role is to have meaningful conversations with the people you want to do business with.

It's about building trust and relationships with your potential clients.



What's makes you special?

Your business won't be the only one knocking on the door of your prospects. Start by defining what makes you different from your competitors. Developing a strategic approach when engaging prospects is key.



Up-to-date contacts?

Having correctly targeted and most up-to-date data available for the prospect list is integral to the success of any campaign. Valuable time is saved when working with the right data. And, remember! Data is worthless unless it is correctly validated.



Engaging marketing tools?

Marketing and sales material should be current and relevant to the campaign. Following-up calls with appropriate collateral will increase chances of success.

Telemarketing Costs

*Basic Telephone Validation Data which include telephone numbers	<i>from</i> £1.20 per record
Additional Data Validation & Interview booking location - number of events organized - average delegate numbers - selection tools	<i>from</i> 15p per question
Input Data to spreadsheet: <i>from hard copy</i>	<i>from</i> 50p per entry
Research missing phone number & addresses	<i>from</i> 45p per record
Script Set-up £50	

SYNERGY

it's all in one place at RGA

From discussing your project to the **interpretation** of results, RGA's experienced team advise meeting venues, and services on the strategy to **achieve best performance** in an aggressive marketplace, using RGA's data and targeted direct marketing tools to:

- Building a strong brand identity
- Improving telemarketing skills
- Process, systems and databases
- Turning market knowledge into strategic action
- Key client identification & conversion
- Engaging with your target audience



Database: Order Form

Off-the-Shelf Range of Event Organisers Data	<i>Records</i>	<i>Price</i>	<i>Tick to Order</i>
RGA Event Universe (all records)	9,500	£1040	
Event Buyers Universe "lite" (all corps & assocs only)	8000	£880	
RGA Email Network (corps, assocs & agents with emails)	9000	£990	
Email Network "lite" (all corps & assocs with emails)	8000	£880	
London Buyers Email Network (corps, assocs & agents with emails)	3000	£570	
THE ELITE BUYERS, 2018 Edition (top corps & assocs buyers)	6500	£715	
Business Travel Buyers in Top UK Corporations	3000	£570	
Business Travel Buyers in London Corporations	1000	£205	
Event Organiser by Industry Sector	<i>Records</i>	<i>Price</i>	<i>Tick to Order</i>
RGA Top 650 UK Companies	650	£130	
Associations & Trade Unions	1300	£265	
Corporate Professionals	600	£120	
Pharmaceutical, Health & Cosmetic Companies	550	£110	
Banks & Financial Services	600	£120	
Media, Film & PR Companies	500	£100	
IT, Net & Telecom Companies	600	£120	
Insurance Industry	200	£50	
Motor & Transport Industry	350	£70	
FMCG & Retail	700	£140	
Property, Construction & Utilities	500	£100	
Embassies and International / UK Trade Offices	200	£50	
International Companies in UK	400	£80	
Miscellaneous Sectors	900	£180	
UK Event Bookers - Worldwide	450	£90	
by Job Title (sourced from industry sector above)	<i>Records</i>	<i>Price</i>	<i>Tick to Order</i>
RGA Top UK Corporate Event Officers	1600	£330	
P.A's, Executive Secretaries and Office Managers	1600	£330	
HR, Personnel Officers & Training	800	£160	
Sales & Marketing Officers	2000	£410	

by Region (sourced from data above)	<i>Records</i>	<i>Price</i>	<i>Tick to Order</i>
Leading London Corporations	3000	£570	
Leading London & M25 Corridor Corporations	3750	£675	
Leading Home Counties Corporations	1500	£305	
Leading M4 Corridor Corporations	1000	£205	
Leading M1 Corridor Corporations	850	£170	
Leading M5/M6 Corridor Corporations	700	£140	
Leading Midlands & Welsh Corporations	1250	£255	
Leading Northern Corporations	1250	£255	
Leading Southern Corporations	500	£100	
Leading Scottish Corporations	300	£60	

Event Management Agencies	<i>Records</i>	<i>Price</i>	<i>Tick to Order</i>
UK Event Agents	1300	£265	
London Event Agents	850	£170	
RGA Top 200 Event Agents	200	£50	

DELIVERY INCLUDED : DATA SUPPLIED BY EMAIL IN SPREADSHEET FORMAT

Special Sortations: select a set of data targeted to the specific needs of your marketing campaign, we can provide you with a special sortation from our event buyer's database, either by region or industry. This service is available at 25p per record, minimum order 200 records @ £50 +vat

Printed Address Labels – telephone for details 0845 605 2303 / +44 (0)1993 822303

Exact record numbers may vary slightly due to our updating process and prices will be adjusted accordingly. A small percentage of records do not contain contact name/email address as it would breach that company's policy to release a named individual. However, we include the company and department contact details, as we believe them to be appropriate to the Meetings Industry.

Name		
Position		
Email		
Company		
Address		
Tel		
Authorisation / PO Ref		
Tel		Date

Prices are subject to VAT @ 20%
Prices subject to change without prior notification

RGA Targeted Databases, Telemarketing & Direct Marketing by RGA UK LTD

RGA Centre Holwell OX18 4LD
0845 605 2303 / +44 (0)1993 822303 info@rgaukld.co.uk www.rgaukld.co.uk

FAQ's

answers to some of the questions we're frequently asked:

Q: How often is your data updated?

A: Our research department is constantly updating the data; they clean records daily on a rolling basis. All our contact with companies is by telephone. Our databases are updated circa six months.

Q: How do you source the companies?

A: We research the leading companies in the UK and those who are relevant to the meetings & hospitality industries / business travel. Originally, we sourced the information from the industry association or regulatory board. Our research centre has a selection procedure to identify the UK's leading industry buyers.

Q: How do you identify a corporate buyer?

A: Our research department telephones the company to determine the individual responsible for organising conferences, meetings, events, hospitality and business travel.

Q: Exactly what data does RGA's databases provide?

A: DATA by RGA provide: name of the contact, job title, company, address, telephone, email address (approx. 95%) and type of contact preference. We also include (as we understand they organise events) a small number of companies who will not release names of individuals, as it's against their company policy. Email addresses, are those that have been given to us by the company.

Q: Can we use an RGA database after GDPR, May 2018?

A: YES, as described on Recital 47 EU GDPR (Regulation (EU) 2016/679): "The processing of personal data for direct marketing purposes may be regarded as carried out for a legitimate interest." RGA's inhouse research team speak to each company / individual to obtain consent / legitimate Interest for processing their personal data, and, advising them, that it will only be used for direct marketing purposes from MiCE Venues/Business Travel Services using DATA by RGA.

Q: How long can we use your datalist?

A: RGA UK Ltd are the owners of the data (© RGA UK Ltd, 2018), trading as DATA by RGA. The data is supplied to, the User, on the agreement that the data is available with unlimited single site/brand use for one year and, that it must only be used for direct marketing from MiCE/Business Travel venues & service providers. Multi-site/brand options are available at a very reasonable price. After one year, the User must either: stop using the data and remove from all company systems or refresh the user license. All RGA databases are seeded so we can monitor when, how and by whom the data is being used.

Q: Will you select data to my specific criteria?

A: Yes, we can select data using postcode, county and email address search filters. These will cost a little more than our “off-the-shelf” lists.

Q: Can we use your telemarketing centre to update our CRM lists and databases?

A: Yes, our research department and tele-marketing teams are available to help update and review data for GDPR compliance, enhance the information, prospect for new business, generate leads and research the market using your existing data. We are here to help you to achieve a higher level of “ROI” from the data you already have available.

General Terms & Conditions

© RGA UK Ltd, 2018 – Data by RGA

General Terms and Conditions of Business: License of Proprietary Data, Data Rental, Telemarketing, Email Marketing, List Formation, Direct Mail.

This Agreement is governed by English Law and You agree to submit to the exclusive jurisdiction of the English Courts in respect of any dispute arising. By using RGA UK Ltd products/services you are deemed to have accepted the terms and conditions below. Credit Terms may be offered (references may be required). Payment terms are strictly 30 days from the date of invoice. Automatic account hold will be applied on the last day of the month to all accounts with overdue balances. Discounts and Offers are subject to strict payment terms as advised on the invoice. In the event of credit terms being abused, delivery of goods may be restricted and credit facilities may be withdrawn at the discretion of the company and without notice. The company reserve the right to charge interest on overdue accounts at the rate of 3% per calendar month from the due date of payment to the receipt of payment. All prices exclude V.A.T. unless specifically indicated otherwise.

© RGA UK Ltd, 2018 – DATA by RGA & TELEMARKETING

1. The Data comprises proprietary information intellectual property rights which are owned by the List Owner. RGA UK Ltd are owners of the contact data which is supplied to you the Customer on the agreement that the data is available with multi marketing channel use for 12 months.
2. After 12 months use, the Customer has the option to:
 - i. pay for a refreshed license of the data and permission of use
 - ii. stop using the data and delete all records that are the property of RGA from their system.
3. Bona fide clients created using RGA data may remain property of the customer.

RGA define "A Bona fide client", as a client to whom your service has been provided / a client who has requested a proposal from your company / contacted your company to indicate an interest in your product.

4. After May 2018, new GDPR (General Data Protection Regulation) legislation will require you (the Customer) to keep the data up-to-date.
5. OPT-IN contacts collected from RGA data during 12 months use may remain on your (the Customer) system and must be maintained in compliance with UK & EU data regulations. GDPR requires these contacts be regularly reviewed and updated. RGA update the data circa 6 months, RGA refresh facility can help meet this GDPR requirement. As well as, providing amendments and additions to the data at regular intervals.
6. Data must be used by the purchasing party only and is not transferable to any group or member within the organisation, without prior approval from RGA UK Ltd.
7. RGA transport & deliver data via a secure file sharing facility, with servers compliant with GDPR regulations. You, the Customer, agree not to reproduce, retransmit, distribute, disseminate, sell, publish, broadcast, or circulate the data to anyone without the express

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prior written consent of RGA UK Ltd. Copying and distributing the Data to a third party is forbidden. You may not: (1) use or permit the use of the Data to prepare an original database or a comparison to other databases that are sold, rented, published, or furnished in any manner to a third party; (2) use or permit the use of the Data for the purpose of compiling, enhancing, verifying, supplementing, adding to, or deleting from any mailing list, business directory, or other compilation of information that is sold, rented, published, or furnished in any manner to a third party.

8. The data is for single station/location use only, unless written license has been extended to include network/group usage.
9. RGA will make every effort to ensure the accuracy of all telephone numbers, addresses and email addresses which are supplied to you, the Customer. However, in no circumstances whatsoever can RGA accept liability for any loss, inconvenience or damage of any kind which may arise from you being supplied incorrect information, be it incorrect information obtained from current/past records, or due to an operator error.
10. RGA data is not CTPS (Corporate Telephone Preference Service) tested/reviewed. This is the responsibility of the Customer.
11. RGA data lists provide: name of contact, job title, address, telephone, email address, web site & industry. These details are available as released by company. A small percentage of records may not include contact name or email address in compliance with that company's data protection policy & GDPR. Email addresses are business addresses and therefore it is permitted to send emails on business matters only. It is not permitted to send emails to these addresses offering personal goods and services.
12. During our cleaning process data counts may fluctuate. RGA make an allowance of 5% record fluctuation before pro-rata costs apply.
13. Data Rental Mailshots / E-mailshots. RGA despatch centre will despatch mailshot/e-mailshot using RGA contact data. The customer will not receive any copy of the data used in the despatch. Responses to the mailshot/e-mailshot received by the customer will become property of the customer. RGA data will not be supplied to any other party or despatch centre.
14. The Customer may only use information supplied by RGA within the confines of any current legislation, and the Customer agrees to indemnify RGA in respect of any claim that may be made against RGA involving misuse of any information given under the service.
15. ©RGA data is copyright. The data may not be resold or duplicated without prior written permission of RGA UK Ltd.
16. In compliance with data regulations procedures, a small number of records may not include a contact name. When RGA approached the company we were advised that it was against their company's policy to release employees names.
17. RGA use a "seeding" method to monitor use of the data and breaches of our conditions will be taken very seriously. **Companies found breaching our conditions of use will be required to pay for annual use of RGA Event Buyers Universe database with multi-site options. Legal action may follow.**

DIRECT MAIL SERVICES: MAILSHOT BY POST

18. Mailshot quotations are subject to sight and/or weight and/or nature of material(s) being sent.
19. Deliveries to our office should be booked in advance and between 9.00am and 4.00pm

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Monday to Friday.

20. RGA UK LTD accepts no responsibility or liability for deliveries lost or mislaid before reaching RGA's offices.
21. Delivery notes must be supplied with each delivery containing the following: client name, description of material, total quantity delivered, number of boxes and quantity per box.
22. **Postage is not included unless specifically stated.**
23. Postage invoices must be paid prior to mailshot despatch.
24. All other items payable within 7 days of invoice date. All prices exclude V.A.T.
25. Whilst we shall use our best endeavors to ensure that any Royal Mail or Courier documentation that are completed by us on your behalf are completed correctly, we cannot accept any liability for any errors or omissions that may occur, and we cannot be held responsible for any losses (whether direct or indirect) that may result therefrom. The reason for this is that we do not impose any additional charge for carrying out this work.
26. RGA and its employees cannot be held responsible or liable for material lost or mislaid by Royal Mail or Couriers it may use to deliver material.
27. In any event and notwithstanding anything in this contract in no circumstances shall RGA be liable in contract, tort (including negligence or breach of statutory duty) or otherwise howsoever and whatever the cause thereof:
28. for any increased costs or expenses;
29. for any loss of profit, business, contracts, revenues or anticipated savings or;
30. for any indirect or consequential damage of any nature whatsoever.
31. RGA will only keep surplus fliers, etc. for 14 days after the despatch date, if they are not collected by this time they will be destroyed.
32. RGA reserve the right to change any scheduled despatch date of all mailshots without prior notification.

EMAIL LIST FORMATION AND DESPATCH

33. RGA UK Ltd provides business email addresses that have been given to them by the company.
34. All emails you send using the data must include an option for the data subject to opt out of receiving further emails from your company. If you receive an unsubscribe request, you must remove the data subject from your list and your company must not send them any further emails. This is a central part of the Privacy & Electronic Communications (EC Directive) Regulations 2003
35. All email broadcasts designed and despatched by you the customer must comply with the current EC regulations.
36. RGA will make every effort to ensure the accuracy of email addresses which are supplied to you, the Customer. However, in no circumstances whatsoever can RGA accept liability for any loss, inconvenience or damage of any kind which may arise from you being supplied incorrect information, be it incorrect information obtained from current/past records, due to an operator or third-party error.

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37. E-mail addresses can be prone to frequent change, as well as being unreachable for a number of technical and other reasons (such as, but not limited to, account disabled, mailbox full, limit on message size, anti-spam policy, firewall). RGA shall review the situation should the number of "undeliverable" be more than 10% hard bounce rate of records purchased and despatched within the first 3 months of purchase. A hard bounce is defined as one where either the email recipient or the email domain does not exist, and in addition a 5.x.x error is returned by the sending or receiving email server. To clarify: A soft bounce is an email message that gets as far as the recipient's mail server (it recognizes the address) but is bounced back undelivered before it gets to the intended recipient. A soft bounce might occur because the recipient's mailbox is full, the server is down or swamped with messages, or the message is too large. Soft bounces can also include things like auto-replies to your email. A hard bounce is an email message that has been returned to the sender and is permanently undeliverable. Causes include invalid addresses (domain name doesn't exist, typos, changed address, etc.) or the email recipient's mail server has blocked your server. Servers can sometimes interpret bounces differently, meaning a soft bounce on one server may be classified as a hard bounce on another.
38. You will be asked to provide a broadcast report or other evidence of the hard bounce rate before any claim for replacement data or refund will be considered by RGA UK Ltd.
39. RGA will not be liable to the Customer for any breach of these terms and conditions or failure on RGA's part to perform any obligation as a result of technical problems relating to the services, Acts of God, governmental control, restrictions or prohibitions or any other government act or omission whether local or national, act or default of any supplier, agent, subcontractor, industrial dispute or any kind of other similar or dissimilar cause beyond RGA UK Limited's control.

GRIEVANCES

All grievances and comments should be made in writing to our office. Replacement Data or refund on any of our services will not be given where supporting documentation is not provided. Supporting documentation must include the invoice number of the purchase. Until and unless a refund has been agreed by RGA UK LTD, payment for the full amount remains due and RGA reserves the right to use all and any applicable legal remedies to recover payment from you as well as any additional costs incurred by RGA in so doing.

RGA will not be liable to the Customer for any breach of these terms and conditions or failure on RGA's part to perform any obligation as a result of technical problems relating to the services, Acts of God, governmental control, restrictions or prohibitions or any other government act or omission whether local or national, act or default of any supplier, agent, subcontractor, industrial dispute or any kind of other similar or dissimilar cause beyond RGA UK Ltd.'s control.

RGA UK LTD: Privacy Policy

RGA FAIR PROCESSING STATEMENT

This policy applies to the handling of personal data. This is data relating to a living individual who can be identified from the data.

All information RGA UK Ltd hold concerning contact data of individuals are held and processed by RGA UK Ltd strictly in accordance with the provisions of the Data Protection Act 1998. Such data will be used by RGA UK Ltd to administer our relationship with our clients and to provide our clients with information about specialised Meeting & Events Industry research and for related purposes. The legal basis for processing data is "legitimate interest" as RGA UK Ltd benefits from licencing direct marketing data. The information we hold may include personal names, job title, company address, company telephone and company email addresses of meetings industry professionals or personal details held in relation to our work for our clients. We do not hold any "sensitive data" about our data subjects and the data held by RGA is not likely to result in a high risk to the rights of the data subjects.

RGA UK Ltd shall be open and honest about how personal data collected will be used only for marketing purposes considered relevant to the subject in a professional capacity. RGA will ensure personal information provided to us is safe and accurate and that information held on our computer systems, paper filing systems and cloud storage is secure to guard against unauthorised or unlawful processing or accidental loss, destruction of, or damage to personal data. The data is only disclosed to persons who have reasons to access it.

RGA shall make every effort to ensure the data is not released to any party who may not respect the rights of the data subject. We do not use your data for any automated decision making or profiling.

RGA will make all reasonable efforts to ensure the data collected is accurate, rectify any inaccuracies as soon as possible and update the data regularly to maintain accuracy and relevance.

Our corporate website does not collect extensive information about our visitors. We use Google Analytics to understand more about how you use our website. This information is not shared with any third party.

You have the right to withdraw consent for RGA to process your data. If you feel we are not being fair with you, please tell us so we can try to correct it.

RGA UK Ltd does not collect credit or debit card details.

RGA POLICY FOR HANDLING PERSONAL DATA

BUSINESS CONTACT INFORMATION

RGA research contact information identifying decision makers in UK organisations. We provide these contact details to hotels, conference centres, meeting & event venues and specialised service providers who are looking to promote their products / services using direct marketing that is relevant to you in a professional capacity. We make you aware of how your data will be used by asking and recording your preferred means of contact via direct marketing: by post, phone or email or if you do not wish to be contacted at all. We will delete your personal data if you tell us to and not contact you again. This means we may need to keep your contact details to make sure we comply with your wishes.

RGA's own inhouse team telephone your organisation to obtain and or check your personal data by conducting a telephone research interview to understand your interest in receiving relevant direct marketing. Should we not be able to contact you directly we will speak to a colleague who considers they have the authority to provide this information on your behalf. During our conversation we shall remind you of your rights and provide you with any information you may request. We intend to keep your data for as long as we believe that it is relevant & current. Our normal procedure is to contact you on an annual basis to check the details. But, it may be much sooner if we believe there have been changes to your responsibility or that of the organisation.

RGA provide your data to our network of clients under licence (outlined in our business Terms & Conditions) for appropriate marketing use that is relevant to you in your professional role. The "client" is required to delete the data when the licence expires. If you feel this has not been done or if you are receiving inappropriate direct marketing, please contact us.

RGA's aim in researching your data is to facilitate marketing that is relevant and assists you in your professional role.

CUSTOMER CONTACT INFORMATION

We hold details of our customers: contact name, job title, company address, telephone number and email address that enables us to make contact. These details will be frequently updated and only held for a reasonable length of time. Customers can ask us to remove their data at any time.

SUPPLIER CONTACT INFORMATION

We hold information about our suppliers that enable us to communicate: contact name, job title, company address, telephone number and email address. This information will be held on our system for what we consider to be a reasonable period of time. This information is only available to employees of RGA UK Ltd.

EMPLOYEE CONTACT INFORMATION

Information we hold about our employees enables us to employ, remunerate, manage their work and maintain a compliant working environment. In case of any dispute, we may need to make this information available to authorities or legal professionals.

GENERAL

Individuals have a right under the Data Protection Act 1998 to obtain information from us, including a description of the data that we hold on you. Should you have any queries concerning the data we hold or wish to change your preferences, please contact RGA UK Ltd, RGA Centre, Holwell, Oxfordshire. OX18 4LD or, email admin@rgauktd.co.uk

RGA UK Ltd registered in England & Wales 3902620
Registered Office: RGA UK Ltd, RGA Centre, Holwell, Oxfordshire. OX18 4LD
VAT registration 718 3350 41
ICO Reg No.: Z4981496
Telephone 01993 822303 & 0845 605 2303

Should you wish to make a complaint, please contact The Information Commissioners Office:
www.ico.org.uk

DIRECT MARKETING

it's all in one place at

RGA UK Ltd

0845 605 2303 / +44 (0)1993 822303

info@rgaukld.co.uk

www.rgaukld.co.uk

RGA UK Ltd, RGA Centre, Holwell

Oxfordshire OX18 4LD



 Targeted Databases, Telemarketing & Direct Marketing by RGA UK LTD

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