

## **SUPPRESSION REQUEST HANDLING POLICY AND PROCEDURE**

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### **SUPPRESSION REQUEST HANDLING POLICY**

In order to comply with a suppression request, we will enter the customer's relevant contact details into a suppression list.

For example this will be;

For email – email address

For telephone – telephone number

The suppression list is a list of contact information for people that do not want to be contacted most often in relation to marketing.

Whenever a marketing activity is to be undertaken, then the list of people to be marketed to, for example on an email list, will be compared to the suppression list.

All those people included in the suppression list will be removed from the marketing list before the marketing activity takes place.