



Marketing and Communication Policy

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Date	26 May 2026
Version	v1
Document name	Marketing and Communication Policy

Document contents

- 1. Legal framework
- 2. Consent and lawful basis
- 3. Opt-out
- 4. No guarantee of offers



Marketing and Communication Policy

This Policy applies only to Consumers and must be read in conjunction with the Consumer Terms and Conditions of Sale and the Privacy Policy. It does not create any contractual rights separate from those documents.

1. Legal framework

This Policy is drafted in accordance with the UK GDPR, the Data Protection Act 2018, and the Privacy and Electronic Communications (EC Directive) Regulations 2003 (PECR).

2. Consent and lawful basis

Marketing communications will be sent only where the Company has a lawful basis to do so, including consent or the soft opt-in permitted by PECR.

3. Opt-out

All marketing communications will include a clear and effective unsubscribe mechanism. Opt-out requests will be processed promptly.

4. No guarantee of offers

Receipt of marketing communications does not entitle a Consumer to any specific offer, promotion or pricing.

