



Legitimate Interest Statement

Legitimate Interest Statement – Newsletter

Mobile UK controls and processes personal data within its communications function on the grounds that we have a legitimate interest in doing so.

Newsletter and Press Releases

Mobile UK processes personal data for the purpose of distributing its newsletter, issuing press releases and other direct communications.

As mobile increasingly becomes the device of choice for running daily life both at home and at work, customers want better coverage, more capacity and greater capabilities.

The role of Mobile UK is to identify the barriers to progress, seek solutions and work with all relevant parties to bring about change, be they Government, regulators, industry, consumers or citizens more generally.

Our newsletter and other direct communications helps us to enhance, modify, personalise or otherwise improve our communications, for the benefit of our stakeholders and wider audiences.

Balance of interests

There is a balance of interests between Mobile UK and the individuals whose data is being processed for purpose of distributing the newsletter and other communications. This balance is based on:

- the relationship that exists between Mobile UK and its stakeholders
- reasonable expectation in most cases that their data might be processed
- the accessibility of our privacy statement
- benefits individuals may derive from having their data processed
- the limited nature of data processed
- the freedom to opt out of receiving direct marketing communications.

A two-way relationship exists between Mobile UK and its stakeholders.

Stakeholders are also reasonably likely to expect the processing activity to take place if they have provided work contact details directly:

- when requesting information from us or having contact with us, or

Our privacy statement is written in plain English and readily accessible whenever an individual is invited to submit personal data.

The data processed, while personal, is limited in scope and relates only to the individual's place of work and job function/title.

There is no imbalance of power between Mobile UK and the individual because they can choose to opt out of receiving direct marketing communications at any time.

Exception to 'reasonable expectations'

We occasionally process publicly available information on the grounds of legitimate interest, based on all of the other reasons outlined above.