



Customer Privacy Notice

This privacy notice explains how we collect, use, and protect your personal information, and what you can expect from us when you share your data.

Contact Details

Email: info@directdebthelp.co.uk

Information We Collect, Use, and Why

We may collect and use the following information to provide our services and deliver our obligations:

- Name and contact details
- Address history
- Date of birth
- Information about debts, creditors, and other financial circumstances

We may also collect certain health information where relevant and with your consent.

For service updates or marketing purposes, we may collect your name and contact details.

Lawful Bases for Processing

We rely on consent to collect and use your personal information for providing services and for marketing communications.

Where We Obtain Personal Information

- Third parties

How Long We Keep Personal Information

We retain personal information for 15 days from the date of the last telephone contact, unless a longer retention period is required by law.

Who We Share Personal Information With

Data Processors:

- The Debt Advice Service – Provides debt counselling services to UK residents.
- Pacific Financial Solutions – Provides debt counselling services to UK residents.

Other Third Parties:

- Professional or legal advisors
- Organisations we are legally required to share information with
- Other relevant third parties, including The Debt Advice Service (a trading style of Pacific Financial

Solutions Ltd, authorised and regulated by the FCA FRN 688034)

Your Data Protection Rights

You have the following rights under data protection law:

- Right of access
- Right to rectification
- Right to erasure
- Right to restrict processing
- Right to object
- Right to data portability
- Right to withdraw consent

We will respond to any rights request within one calendar month. You will not be charged for making such a request.

How to Make a Complaint

If you have concerns about how we use your data, please contact us. If you are unsatisfied with our response, you may contact the Information Commissioner's Office (ICO):

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Helpline: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

Last Updated

15 March 2025