

The Big Table of Information

Processing activity	What personal data do we process?	Where do we get your personal data from?	Who do we share your personal data with?	What is the legal basis for processing your personal data?
Processing of your name and address and other personal data in relation to the data services we provide to our clients and partners. Buying in/licensing in lists of personal data which we use to provide data services to our clients and partners. Also, we use the personal data that we buy in/license in to create models that can either be at an individual level or aggregated level (e.g. at a postcode level). To create modelled/predicted data we process personal data along with non-personal data, using various statistical methods. Please note that the modelled/predicted data is not real personal data (for examples see section entitled 'What do we do with your Personal Data'). The personal data (including the modelled/predicted data) is sold, licenced or used by us to provide our data services to our clients and partners. CACI creates segments, categories and profiles using your personal data. We do not make any automated decisions relating to your profiled data.	Your name, address, and date of birth. Plus some other attributes, if you have provided it, for example whether you have children in the household. Your name, address, and date of birth. Plus some other attributes, if you have provided it, for example whether you have children in the household. Your name, address, and date of birth Your name, address, and date of birth. Plus some other attributes, if you have provided it, for example whether you have children in the household. Your name, address, and date of birth. Plus some other attributes, if you have provided it, for example whether you have children in the household. Your name, address, and date of birth. Plus some other attributes, if you have provided it, for example whether you have children in the household.	MyOffers (an offers and competitions website) if you have given them your details. www.myoffers.co.uk Data Locator Group (offers competition websites and telephone survey) if you have given them your details. (www.surveys.co.uk or www.theprizefinder.com or Consumer Lifestyles Telephone Survey) WRM Media Ltd (an offers and competitions website) if you have given them your details. https://prizereactor.co.uk/register WebClubs (a series of magazine style clubs containing offers and discounts e.g. https://travellers-club.co.uk/ or https://www.gardeners-club.co.uk/) Omnis (Offers and competition websites) if you have given them your details. www.getmeaticket.co.uk and www.wesendoffers.com Marketing Punch (Offers and survey websites) if you have given them your details.	Our clients and partners See section entitled 'Why do we share your Personal Data and who with'.	Legitimate interest – of providing our data services to our clients and partners to enable them to provide or offer direct marketing services to you. The processing of personal data is necessary to provide our services to our clients and is in your interest as it allows more targeted marketing to you, in a way that does not harm you.

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As detailed above.	example whether you have children in the household.	https://www.offerx.co.uk/ and https://www.nationalconsumerreview.co.uk/	As detailed above.	As detailed above.
	Your name, address, and date of birth. Plus some other attributes, if you have provided it, for example whether you have children in the household.	D2 Media (Offers and competition websites) if you have given them your details. (https://www.getyaoffers.co.uk/ and https://www.getyavouchers.co.uk/ and http://www.getyagifts.co.uk/)		
	Your name, address, and date of birth. Plus some other attributes, if you have provided it, for example whether you have children in the household.	MDeg Limited (Offers and survey websites) if you can given them your details. E.g. https://www.wininaclick.com , www.GetYourFreePrize.com , https://wesearch-usave.com and others		
	Your name, address, and date of birth. Plus some other attributes, if you have provided it, for example whether you have children in the household.	ESB Connect Limited (personalised brand marketing content) if you have given them your details. www.opt-me-in.com , www.thegoodybag.co.uk		
	Name and address data and separately pseudonymised responses to the survey.	Market research companies ¹ and other organisations that you have completed surveys for (e.g. lifestyle surveys).		
	Address data of which a small amount contains an individual's name (e.g. Sam Jones' Farm, Avenue Way, Suffolk, [post code])	Royal Mail		

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	Personal data in the public domain relating to you.	Land Registry and other publicly available sources (e.g. easily accessible via the internet).		
Verification of a name at an address	Where available, we use Open Electoral Register Data to verify that names purchased from other suppliers listed above are accurate to that address.	Equifax Limited www.equifax.co.uk	No one	Legitimate Interest.
As detailed above	The modelled/probability data.	CACI creates this.		
Location data. Use of location of mobile devices to track footfall in commercial centres. Data is aggregated as follows: - For the majority of our clients, we provide counts in a particular area. For example, how many people entered a particular shopping centre or walked down a parade of shops. - For some clients we provide device location to the level of a large grid square – e.g. a section of Oxford Circus, or close to a hospital. Note that precise location is not shared	Unique device ID (pseudonymised – ie disguised by our data supplier so it is not the same as the Apple/Android device ID shown on your device and cannot be linked by CACI or our clients to your identity) Approximate location (within 10 metres) of device when an App you have downloaded causes a 'ping'	Digital Envoy Inc.: https://www.digitalenvoy.com/ Azira LLC: https://azira.com/	Our clients in the sectors as listed in the Privacy Notice. Most clients for location data are retail/leisure operators, shopping centres or public bodies. Note that clients do not receive personal data from us.	Our suppliers collect this on the basis of consent.
Processing recruitment related personal data.	Your CV, cover letter/email and other related information you provide to us. Publicly available information about you (e.g. information you have posted on your social media webpages).	You and/or recruitment agencies. The internet (e.g. LinkedIn, Facebook etc).	No one if your application is unsuccessful.	Consent or legitimate interest depending on the circumstances.

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Where we have a contract with the organisation that you work for, we use your B2B contact details (e.g. your work email address and telephone number) to communicate with you regarding the provision of services/goods, to or from, your organisation.	Your name, the name and address of the organisation that you work for, your corporate email address, and your contact telephone numbers.	You or your organisation.	Most of the time we contact you directly but on occasion we may share your data with our marketing agencies, who may contact you on our behalf.	Legitimate interest.
Use of your B2B contact details for marketing our services to the organisation that you work for (which may be a potential client of CACI).	Your name, the name and address of the organisation that you work for, your corporate email address, and your contact telephone numbers. Information on the internet relating to you (e.g. your social media postings, the website of the organisation that you work for).	You when you register on our website or otherwise give us your B2B contact details. The internet: e.g. LinkedIn, Facebook, Companies House, your employer's websites, online directories etc. We may ask a third-party marketing agency to collect this data on our behalf. Details are included in our Business Privacy Notice	Most of the time we contact you directly but on occasion we may share your data with our marketing and data management agencies.	Legitimate interest.
Cookies and other browsing related information when using www.caci.co.uk .	Cookies, IP address, device information, your browser details.	CACI and/or you.	No one	Legitimate interest.
Use of suppressions lists so we (and/or our clients) do not use your personal data when you ask us not to.	Name and address.	Mailing preference service (www.mpsonline.org.uk). Our partners listed above. CACI and/or you.	Our clients or partners to inform them to not use your data.	Legitimate interest.
Processing regarding back-office functions such as IT backup, IT security, IT system services, and hosting.	Any of the above.	Any of the above.	Our IT service providers.	Legitimate interest.

1. See <https://www.kantarmedia.com/uk/our-solutions/consumer-and-audience-targeting/tgi-survey-data> and <https://www.ipsos.com/ipsos-mori/en-uk/financial-research-survey-frs> and <https://yougov.co.uk/>