It’s legitimate isn’t it? Well, maybe. The most flexible lawful basis, but there are conditions to be met. Let us help you to judge whether Legitimate Interests might work for different activities.

- Are you unsure when legitimate interests might be okay for direct marketing?
- Would an extra pair of eyes help on activities where you want to rely on legitimate interests?
- Do you need help working through the required ‘balancing test’?
- Would you like feedback on an assessment you’ve started but not finished?
- Is there more scope for your business to rely on legitimate interests?
- Are you being transparent enough about your legitimate interests?

Whether it’s assessing your legitimate interests for marketing, profiling, HR purposes or anything else we have experts on hand to give you practical advice.

Opt-4 are specialists in Data Protection and Privacy AND as practitioners ourselves we understand the challenges organisations face. Opt-4 consultants played an integral role in drafting the Data Protection Network’s Legitimate Interest Guidance.

Between us we have extensive senior leadership and marketing experience across technology, media, logistics and many other sectors – we’d love to share our knowledge with you.

We also provide a DPO Helpdesk Service, training, conduct privacy health checks or in-depth audits, as well as advice on DPIAs, data breach processes and many other privacy challenges.

For more information email us: info@opt-4.co.uk
Meet the OPT-4 team

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