

The Sales Node – Privacy Policy

Your privacy is important to us. It is The Sales Node's policy to respect your privacy and comply with any applicable law and regulation regarding any personal information we may collect about you, including across our website, <https://thesalesnode.com>, and other sites we own and operate.

This policy applies to both our website and our business-to-business (B2B) outreach activities conducted by email or phone.

This policy is effective as of 11 June 2025 and was last updated on 9 October 2025.

1. Information We Collect

We may collect and process the following types of personal data:

- Name
- Company name
- Job title
- Work email address
- Business phone number
- Company website
- Publicly available information from LinkedIn or corporate websites
- If calls are recorded: Voice recordings, call date/time, and duration

This information may be collected:

- Directly from you (e.g., when you contact us)
- From publicly available sources
- From data providers or professional directories

2. Website Tracking

We do not collect or log any personal or technical information when you visit our website. We do not use cookies or tracking technologies.

3. Legal Basis for Processing (GDPR / UK GDPR)

If you are located in the European Economic Area (EEA) or the United Kingdom, our legal basis for collecting and using your personal information depends on the context in which it is collected. Typically, we rely on:

- Legitimate Interest (Article 6(1)(f) of the GDPR / UK GDPR) – for contacting relevant professionals in a business context.
- Consent (Article 6(1)(a)) – for optional website form submissions or newsletter sign-ups, if applicable.

We have conducted a Legitimate Interests Assessment (LIA) to ensure our outreach activities are balanced and respect individual rights.

4. How We Use Your Information

We use personal data to:

- Initiate contact with relevant professionals via email or phone
- Offer our lead generation services
- Respond to inquiries
- Comply with legal obligations
- Maintain suppression lists (records of people who have opted out) to avoid further contact

We do not sell personal data to third parties.

5. Email and Phone Outreach (Direct Marketing Compliance)

We may contact business professionals using publicly available information, including via email or phone.

These communications are limited to relevant, professional outreach based on our legitimate business interest.

For UK contacts, we comply with the Privacy and Electronic Communications Regulations (PECR):

- We only contact professionals at business addresses (not private individuals).
- We screen phone numbers against the Telephone Preference Service (TPS/CTPS) before making calls.
- We clearly identify ourselves during any call and provide an opt-out option.
- We immediately remove any contact that objects or asks not to be contacted.

Recipients may opt out at any time by:

- Replying to the email
- Contacting us at timolsson@thesalesnode.com

6. Data Retention

We retain business contact data only as long as relevant for outreach purposes, or until we receive an objection or deletion request.

Typical retention periods:

- Active business prospects: up to 24 months after last interaction
- Opt-outs or deletion requests: removed immediately
- Call recordings (if any): deleted within 6–12 months

7. International Transfers

We may store and process data outside your country.

When doing so, we ensure appropriate safeguards such as Standard Contractual Clauses (SCCs) or UK adequacy decisions are in place, in accordance with applicable data protection laws.

8. Your Rights

You have the right to:

- Access the data we hold about you
- Request correction or deletion
- Object to or restrict certain types of processing
- Opt out of communications
- File a complaint with a data protection authority (such as the UK Information Commissioner's Office, ICO)

To exercise any of these rights, contact timolsson@thesalesnode.com.

9. Children's Privacy

We do not knowingly collect personal information from individuals under 13 years of age.

10. Third-Party Services

We may use third-party services for outreach and contact management. These providers are contractually bound to follow privacy and security best practices and process data only under our instruction.

11. External Links

Our website may link to other sites. We are not responsible for their privacy practices.

12. Changes to This Policy

We may update this policy from time to time. Any changes will be posted on this page, and the "last updated" date will be revised.

If required by law, we will seek your consent before material changes.

13. Contact Us

Tim Olsson

Email: timolsson@thesalesnode.com