



Data Sourcing & Transparency Statement

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Honch Data Limited (company number 12246723) provides business information concerning organisations and professional decision-makers. This statement describes our data sourcing, transparency and suppression procedures.

Our Role and Responsibilities

Honch acts as an independent data controller for personal data within its business contact database. Customers accessing or exporting contact data act as independent controllers for their own subsequent processing. Each party is responsible for its obligations under applicable data protection law.

How We Source Information

Honch sources professional information from publicly available resources, third-party data licensors, and customer contributions and feedback, as appropriate. Information may include an individual's name, job title, employer, previous company and business contact details.

Lawful Basis and Purpose

Honch relies on legitimate interests, subject to the applicable balancing assessment, for business-to-business research and the provision of relevant professional contact information to licensed customers. Customers must independently assess the lawfulness of their own use, including applicable electronic marketing requirements.

Privacy Notification Before Database Inclusion

Before a contact is admitted to the live Honch database, we send a privacy notification to their business email address. We check that the notification has been delivered and exclude contacts where delivery fails. Following successful delivery, we apply a 48-hour waiting period. If the individual opts out or objects during that period, their details are not admitted to the live database. The right to object continues at any time after inclusion.

Ongoing Transparency

Honch sends a further privacy reminder every three months, reminding individuals about the processing of their information and their ability to object. The initial notice describes the nature of the service, categories of recipients, purposes of processing, data sources and the method for requesting removal.

Rights, Opt-Outs and Suppression

Individuals may object to processing or request removal at any time by emailing info@honch.co. Honch records opt-outs and suppression decisions and maintains controls intended to prevent suppressed individuals from being reintroduced into its live database. Honch provides customers with the ability to configure contact synchronisations through Zapier, HubSpot or Salesforce to identify contacts who have opted out or left their companies. Customers are responsible for configuring and maintaining these synchronisations where used, and for updating their own records and handling their own data protection obligations.

Audit Records and Verification

Honch retains records of privacy notification dates, email delivery status, opt-outs and suppression decisions. These records provide an audit trail for its notification and objection-handling process. Technical email delivery does not establish that an individual has opened or read a notice. Honch takes steps to maintain the accuracy of professional information, but delivery checks alone do not verify every data field.

Customer Data Use

Honch licenses data for the agreed business purpose and restricts onward sharing, resale and transfer through its Terms & Conditions. Customers are responsible for lawful use of exported data, keeping their own records up to date, acting on available opt-out and employment-change information, and responding to data subject rights requests relating to their own processing.

Supporting Documentation

This statement should be read alongside Honch's privacy notification, Legitimate Interests Assessment, Terms & Conditions and, where relevant, Data Processing Agreement. It describes operational practices and is not a separate contractual indemnity or an unconditional guarantee of data accuracy or individual receipt of a notification.