

## GDPR - The Right to Object

\*\*Updated GDPR - The Right to Object Policy\*\* (March 2025)

- Individuals have an \*\*absolute right\*\* to object to direct marketing.
- Objections to processing must be logged and responded to \*\*within one month\*\*.
- When refusing an objection, clear justification must be provided.
- If the objection is valid, processing must \*\*immediately cease\*\*.
- Companies must provide \*\*easy opt-out mechanisms\*\* for marketing.
- Complaints can be raised with the \*\*ICO\*\* if concerns are not addressed.

\*\*Updated for UK GDPR Compliance (March 2025).\*\*