

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).****