

GDPR - The Right to Object

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Last Updated: March 2025

1. Introduction

Under UK GDPR, individuals have the right to object to the processing of their personal data in specific situations. Organizations must assess and respond to objections within **one month**. If an objection is valid, processing must cease unless there is a compelling legal reason to continue.

2. When Can Someone Object?

Individuals can object to processing in the following situations:

- **Direct Marketing**: People have an absolute right to object to their data being used for marketing purposes.
- **Processing Based on Legitimate Interests**: If processing relies on 'legitimate interests', an individual can object unless there is an overriding legal reason.
- **Processing for Research or Statistics**: If personal data is used for research or statistics, individuals can object if the processing impacts them significantly.

3. How We Handle Objections

- Requests must be acknowledged within **five working days**.
- A full response must be provided within **one month**.
- If an objection is upheld, processing must **immediately stop**.
- If an objection is denied, a detailed justification must be provided.
- If the objection relates to marketing, opt-out must be **actioned immediately**.

4. How to Submit an Objection

Individuals can submit objections via:

- Email: dataprotectionofficer@viamed.co.uk
- Phone: +44 (0)1535 634542
- Written letter to: 15 Station Road, Cross Hills, Keighley, BD20 7DT

5. Escalation and Complaints

If an individual is dissatisfied with the outcome, they may escalate their complaint to the ICO (Information Commissioner's Office).

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