EMAIL AND OUTREACH POLICY

Velocity Talent Ltd

1. Purpose of this Policy

Velocity Talent Ltd is a specialist recruitment company. Contacting people by email is a normal part of how we find candidates and introduce our services to employers. This policy sets out who we email, how we do it, and how anyone can ask us to stop.

We do not send spam. We send personalised outreach that is relevant to the recipient's professional role, and we do not send misleading email or allow anyone else to do so on our behalf.

This policy applies to all staff, contractors and associates working for or on behalf of Velocity Talent Ltd, and to every email address and domain we send from.

2. Who We Are

Velocity Talent Ltd is a private limited company registered in England and Wales, company number 16449448.

Leeds Office:
Element, Ring Road, Leeds, LS12 6AB
United Kingdom

York Office (registered office):
14 Clifton Moor Business Village
James Nicolson Link
York, England, YO30 4XG
United Kingdom

Contact for email and outreach matters:
Email: enquiries@velocity-talent.com

3. The Domains We Send From

Email from Velocity Talent is sent only from these domains, all of which belong to Velocity Talent Ltd:

- velocity-talent.com (our main company domain and website)

- thevelocitytalent.com
- myvelocitytalent.com

This policy applies equally to all three. Anyone who opts out is removed from contact across all of them.

4. Who We Email

We email people only where we have a genuine recruitment reason to believe the message is relevant to their professional role.

Clients and business contacts

- People at companies and other organisations, at their work email address
- Whose role is relevant to hiring in the sectors we recruit for
- About a specific vacancy, a relevant candidate, or our recruitment services

Candidates

- People whose professional background suggests a specific role may interest them
- People who have given us their details, applied for a role, or agreed to hear from us
- About roles that match their experience

Candidates may wish to be contacted through a private email address or LinkedIn, as opposed to through their employer. Personal email addresses and LinkedIn are therefore within the scope of this policy, alongside telephone and work email. If you prefer a particular way of being contacted, please let us know.

We contact prospective candidates on the basis of our legitimate interests in providing recruitment services. Anyone can tell us at any time that they no longer wish to be contacted about opportunities.

We do not add anyone to newsletters or general marketing emails unless they have agreed to receive them.

5. Where Contact Details Come From

We obtain contact details from:

- Our own records of clients, candidates and past conversations
- Information people have made public in a professional context, such as a company website
- Reputable business data providers

We check email addresses before we use them, and we do not send email to addresses we know to be invalid.

6. Standards for Every Email

Every outreach email sent by or for Velocity Talent must:

- Be sent by a named person at Velocity Talent, using their real name
- Make clear that it comes from Velocity Talent
- Have an honest subject line that reflects the content
- Be relevant to the recipient's professional role
- Include a clear and simple way to opt out of further emails
- Be sent from a monitored mailbox, so that replies are read

We limit how many emails each mailbox sends in a day and the number of follow-up emails in any sequence.

Our emails may record whether they have been opened and whether a link has been clicked. We use this to understand whether our messages are relevant and to manage follow-ups.

7. How to Opt Out

Anyone can ask us to stop emailing them at any time, free of charge, by:

- Using the unsubscribe link in the email
- Replying to the email and asking us to stop
- Emailing enquiries@velocity-talent.com

We act on every opt-out request within two working days. We keep a do-not-contact list so that the person is not emailed again from any Velocity Talent mailbox or domain. We keep the minimum details needed for that purpose.

8. Third Parties

We do not use affiliates, agents or list brokers to send email on our behalf. The software providers we use to send and manage email are required to handle data securely and lawfully.

9. The Law We Follow

We send email in line with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and the Privacy and Electronic Communications Regulations 2003 (PECR).

Where an email uses a named person's details, we rely on our legitimate interests in providing recruitment services, and that person has the right to object at any time. Our Privacy Policy explains how we handle personal data.

10. Complaints

If you have received an email from Velocity Talent that you believe breaks this policy, please contact enquiries@velocity-talent.com. We will investigate and reply within one month.

You also have the right to complain to the Information Commissioner's Office (ICO).

11. Responsibilities

All staff, contractors and associates are responsible for:

- Following this policy whenever they send outreach email
- Recording opt-out requests straight away
- Reporting any concerns or complaints immediately

Failure to comply may result in disciplinary action.

12. Review

This policy is reviewed regularly and updated to reflect changes in law or business operations.