You can only object to processing when the organisation is using your data for:

1. a task carried out in the public interest
2. its legitimate interests
3. scientific or historical research, or statistical purposes
4. direct marketing

Public Functions or Legitimate Interests

Organisations must give you the right to object:
- When they first communicate with you
- Must state this explicitly, and
- Separately from other things they’ve told you

They must stop processing if you ask them to.

It will NOT apply if public interest outweighs your rights

Historical or Scientific Purposes

Organisations must stop processing, unless:
- It’s in the public interest
- Public interest outweighs your interests

Direct Marketing Purposes

Organisations must give you the right to object:
- When they first communicate with you
- Must state this explicitly, and
- Separately from other things they’ve told you

They MUST stop processing if you ask them to.

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