

LEAD INTELLIGENCE LIMITED

## Privacy Policy

# LEAD INTELLIGENCE LIMITED

Lead Intelligence Limited (or “we”) are specialists in the collection and provision of consumer data for marketing purposes and we are committed to protecting and respecting your privacy. We work with many of the UK’s leading brands to help them target their offers more precisely by collecting key purchasing information on their behalf. Lead Intelligence Limited provides such organisations with the key information they need to better target their products and services.

This Privacy Policy sets out the data processing practices carried out using the Internet and any other electronic communications networks by Lead Intelligence Limited as well as data collected on our behalf for 3rd party marketing. If you have any requests concerning your personal information or any queries with regard to these practices, please contact The Data Protection Officer at [compliance@leadintelligenceltd.co.uk](mailto:compliance@leadintelligenceltd.co.uk).

Please note that all data thus captured will be used and held in accordance with the requirements of the Data Protection Act 1998.

This Privacy Policy also sets out the basis on which any personal data we collect from you, or that you provide to us, will be used, and processed by us. For the purpose of the Data Protection Act 1998 (the “Act”), the Data processor is Lead Intelligence Limited. Lead Intelligence is a company limited is registered in England and Wales under number 12546685

Registered office 71-75 Shelton Street, London, Greater London, United Kingdom, WC2H 9JQ

ICO Registration number:ZA745799

Information collected through this website

We collect information from visitors to this website using contact us Webpages. We collect your details when you email us with an enquiry or contact us directly by telephone on the contact numbers provided on this website.

#### Use of personal information

We process personal information collected via this website for the purposes of:

- Providing information about products and services
- Providing and personalising our services
- Dealing with your enquiries and requests
- Administering orders and accounts relating to our suppliers or customers

#### Data Capture Information

We will send your information according to the preferences you submitted via email or when you contact us by telephone. If you would like to change these preferences at any point, please email us at [compliance@leadintelligenceltd.co.uk](mailto:compliance@leadintelligenceltd.co.uk).

or call us on 07968478916. Alternatively, you can also write to us at: Compliance Department, Lead Intelligence Limited, 71-75 Shelton Street, London, Greater London, United Kingdom, WC2H 9JQ

How to manage the information Lead Intelligence & our contracted partners may hold

If a consumer decides to remove themselves from Lead Intelligence and our contracted partners advertising activities, or to unsubscribe from our databases they can contact us at 71-75 Shelton Street, London, Greater London, United Kingdom, WC2H 9JQ or by calling the following telephone number: 07968478916. The consumer must include their name, address and e-mail address and clear instructions regarding changes they are requesting.

#### Marketing

Please note that your information may be used to send you details of products or services that we offer that have been identified as likely to be of interest to you. This will be in accordance with the preferences that you indicated when you contacted us by email or called us on the contact number provided.

If at any point you would like to opt-out of receiving communications from us, or would like to change the channels (such as email or postal) that we use to contact you, please contact our compliance department at [compliance@leadintelligenceltd.co.uk](mailto:compliance@leadintelligenceltd.co.uk).

#### Disclosures

We may disclose your personal information to third parties. We will only disclose data when obliged to disclose personal data by law, or the disclosure is 'necessary' for purposes of national security, taxation and criminal investigation, or we have your consent, and to the following:

- Business partners

- Suppliers we engage to process data on our behalf
- Successors in title to our business.

Lead Intelligence Limited is

registered as a Data Controller with the Information Commissioners ICO Registration number:ZA745799 ensuring that your information will always be safeguarded through our adherence

to the Data Protection Act (1998), and the Privacy and Electronic Communications Regulations (2003). We ensure that the information you provide to us is safe and only used for the purposes stated in the opt-in statement provided to you at the time. The information is collected in accordance with this Privacy Policy.

Lead Intelligence Limited may be recognised under one of its trading names, as below. Trading Names of Lead Intelligence Limited:

How we use your data

The information that you volunteer to Lead Intelligence Limited, via either consumer survey programs, partners or websites, may be shared and used to appropriately target offers and marketing communication from our clients and from our selected third-party partners. Marketing communication may be via telemarketing, email, post, SMS/MMS; depending on the contact information that you provide to Lead Intelligence Limited.

By volunteering your telephone number via third parties, you are agreeing to telephone contact from our clients, our selected third-party partners, and any named sponsors of specific survey questions.

Some questions on the consumer surveys are specific to named sponsor organisations, and by expressing a specific positive interest in their brand or products you are also agreeing to contact from them.

Lead Intelligence Limited and our selected third-party partners will use your data to provide you with information on products or services which we or they feel may be of interest to you, or where you have consented to be contacted for such purposes. Data is stored for up to 12 months to make sure that your details are not sent to the same brand / company again.

The following sectors are the industry types you can expect your data to be supplied to, depending on the answers given by you and your stated interest.

#### **Retail**

- o Home Improvement
- o Telecoms and Utilities
- o Broadband
- o Mobile Phone
- o Mobility
- o General Retail

## **Finance**

- o Pensions
- o Loans, credit cards and mortgages
- o Investments & savings
- o Debt Management

## **Insurance**

- o Home Contents & Buildings
- o Car
- o Car Warranty
- o Sky Warranty
- o Travel
- o Pet
- o Private Medical
  - o Life Insurance
  - o IPS
  - o Boiler Cover
- o Other Insurance

## **Lifestyle**

- o Health & Well-being
- o Pre-paid Funeral
- o Fitness
- o Media & publishing companies
- o Leisure
- o Lottery
- o Legal Services
- o Educational Institutions
- o Charities
- o Utilites

## **Your data may be used for:**

- Analytical modelling and market research purposes;

- Validation, enhancement, information verification, suppression, tracing and to the extent permitted by law, individual reference or look-up services, by Lead Intelligence Limited and third parties.

#### Combining Data

The information you give us may be combined with other information about you that is obtained from other sources. For example:

If you are already a customer of a third party, that third party might wish to add an e-mail address you give us to the customer records that it holds about you, and use that email address to maintain their relationship with you and/or to offer you goods and services that are similar to those you have previously purchased.

The consent you provided for any information you have previously shared with us or any third parties will be renewed at the time you give your consent for any new information sharing unless you indicate otherwise by contacting us, by e-mailing us at

[compliance@leadintelligenceltd.co.uk](mailto:compliance@leadintelligenceltd.co.uk). Where we store your personal data?

The data that we collect from you is stored at a secure destination in the UK and is processed by our staff or staff working for one of our partners. All information you provide to us is stored on secure servers. By submitting your personal data, you agree to the storing, processing, and transfer of the data in accordance with this privacy policy. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

#### Opting out later

Once you have given your consent, you can still control whether or not you continue to receive communications from third parties. The method of control depends on the channel of communication:

##### Telephone Calls

To withdraw your consent for live or automated calls, you can add your name to the Telephone Preference Service which is maintained at this website address: [www.tpsonline.org.uk](http://www.tpsonline.org.uk)

You can also opt out at any time from communications via any of the methods described by e-mailing us at [compliance@leadintelligence.co.uk](mailto:compliance@leadintelligence.co.uk). Please note that such opt-out will only apply to communications from those third parties with whom we have a business relationship. If you opt out this way, you may still receive communications from third parties with whom we have no relationship.

##### Post

You can withdraw your consent for postal marketing from anyone by adding your details to the Mailing Preference Service. For more details please go to [www.mpsonline.org.uk](http://www.mpsonline.org.uk)

##### E-mail or SMS (text message)

You can unsubscribe from receiving e-mail or SMS marketing communications from any individual third party by using the instructions in any email communication such third party sends you (usually an 'unsubscribe' or 'STOP' link).

#### Useful Links

The Direct Marketing Association: [www.dma.org.uk](http://www.dma.org.uk)

The Information Commissioner: [www.ico.org.uk](http://www.ico.org.uk)

## Security

All third-party users of your data are required to adopt and implement best practice security measures to prevent the loss of or unauthorised access to your personal information. If you have any queries or concerns about the data usage please contact us by emailing us at [compliance@leadintelligenceltd.co.uk](mailto:compliance@leadintelligenceltd.co.uk)

## Contacting us, exercising your information rights and Complaints

If you any questions or comments about this Privacy Policy, wish to exercise your information rights in connection with the personal data you have shared with us or wish to complain, please contact:

The Data Protection Officer, Compliance Department, Lead Intelligence Limited, Intelligence 71-75 Shelton Street, London, Greater London, United Kingdom, WC2H 9JQ

Email: [compliance@leadintelligenceltd.co.uk](mailto:compliance@leadintelligenceltd.co.uk)

Ref: Data Protection

## Subject access requests

You have the right to see what personal data we hold about you. To obtain a copy of the personal information we hold about you, please write to us at: Lead Intelligence Limited, Intelligence Limited, 71-75 Shelton Street, London, Greater London, United Kingdom, WC2H 9JQ

## Internet-based transfers

Given that the Internet is a global environment, using it to collect and process personal data necessarily involves the transmission of data on an international basis. This means for instance that data you pass to us may be processed outside the European Economic Area, although the data will always be held securely and in line with the requirements of UK data protection legislation. By communicating electronically with us, you acknowledge and agree to our processing of personal data in this way.

## Amendments

Please note that this privacy policy is subject to change from time to time. It was last updated in 6<sup>th</sup> June 2020