

Kickstarted futures Privacy Policy

Who are we?

We are a Marketing, Research and Demand Generation Company. Our registered company name is Kickstarted futures LTD.

We are registered as a Data Controller and Data Processor with the Information Commissioners Office (ZA847057) and the Telephony Preference service.

We adhere to all aspects of the Data Protection Act (1998) and General Data Protection Regulations (2018) and PECR (2003) to ensure that the information provided to us is only used for the purposes that are stated in the opt-in statement provided at the time the information is collected.

We operate under the brand names Consumer Insights, National Survey, 121 utilities, Census Data and run lifestyle questionnaires and hotkey programs on behalf of some of the UK's leading brands for their marketing campaigns.

We conduct questionnaires via telephone and we always display a valid telephone number by which you can identify us.

We will never contact you if you are registered with the Telephony Preference Service (TPS). To register with the TPS please visit www.tpsonline.org.uk. Please note it can take 28 days to come into effect once you have registered your details.

Our offices are at 20-22 Wenlock Road, London, England, N1 7GU

How will we use your data?

The data collected using a marketing questionnaire is collated for Marketing Purposes. This means that, with your consent, we may share your details with companies who may wish to contact you to discuss their products and services with you. You may wish to opt out of these calls at any time now or in the future.

Under GDPR there are six lawful bases for process data. Kickstarted futures LTD will process on 'consent' & 'legitimate interest'.

- 1) Consent: The consumer has given us clear consent for a specific channel of communication from specific brands for marketing purposes.
- 2) Legitimate interest: The consumer has agreed to a channel of communication for marketing purposes from Kickstarted Futures and third parties in relation to products & services which we believe would be of interest based upon the information you've provided us and from our sector specific list.

Personal Data & what information we collect

We collect personal information from you that you may wish to volunteer during the marketing questionnaire. Data will be processed for the purposes of Telephone Marketing, where we believe products or services may be of interest to you based upon information you have provided to us.

We will only share this information where you have provided consent for us to do so. We may share within our own group of companies & brands, named clients and marketing providers.

- a) Your name
- b) Your telephone number(s)
- c) Your postal address
- d) Additional contact information such age and gender if asked and provided. Any information provided from specific questions, I.E Telecoms provider, Utility Provider, Mobile phone provider

At any time, you may request us to remove your information from our database.

Clients who may wish to send you marketing communications may fall into the following categories: Telecoms, Utility, Energy, Financial products, Funeral plans, Lotteries, Health, Retail, Insurances, Lifestyle, home improvement, Charities, Funeral plans, Competitions, Warranty.

Our Sponsors & Partners

The sponsors and partner companies with whom we may share your personal data are

- Scottish Power Energy Retail Limited, 320 St Vincent Street, Glasgow G2 5AD
- National Survey
- Promis Life
- Care UK
- Consumer lifestyle choices
- Shell Energy
- O2
- Consumer insights
- Capital Life

Data Storage

Data collected by us is stored at a secure facility, and on secure servers, based in the UK and is only processed by our secure and vetted Data team. We take all necessary steps, including regular audits of security, to ensure that Data is securely stored.

Marketing to children

We do not knowingly collect personal data from individuals under the age of 18, either for registration or marketing purposes.

Transfer of Information outside the UK

While conducting our business we do not send information outside of the UK.

How long will we store your data?

We will keep your details for as long as is necessary and in line for which the data was initially collected and is up to date & accurate. Additionally, we retain personal data for compliance purposes.

If you are not happy for us to hold or data and would like it removed, please let us know and we will remove at any time.

Accessing your Personal Information

You have the right to make a Subject Access Request and, subject to certain exceptions, to be provided with a copy of such information. If you would like to make a Subject Access Request, please do so in writing to SAR@kickstartedfutures.co.uk

Opt-Out

You may ask us at any time to remove your information from our database by contacting us as follows: We will add your details to our internal 'Do not call' list which means your information will not be passed on again by Kickstarted futures.

- Send an email to dnc@kickstartedfutures.co.uk
- In writing to Kickstarted Futures, 20-22 Wenlock Road, London, England, N1 7GU
- Contact us on +44 (0) 800 048 5705

Useful Information

For useful information about data protection you can visit:

Telephony Preference Service: www.tpsonline.org.uk

The Direct Marketing Association: www.dma.org.uk

The Information Commissioner: www.ico.org.uk