

## Privacy Policy

This is the Privacy Policy of Lloyd James Media Group the trading name of Tele Prospects Ltd, a company registered in England and Wales (Registered Number 05091787) whose registered address is Swinford House, Albion Street, Brierley Hill, West Midlands, DY5 3EE.

Tele Prospects Ltd (t/a Lloyd James Media Group) is committed to acting in compliance with the General Data Protection Regulation and Data Protection Act 2018. Our ICO Registration number is Z9386334.

### Our lawful basis for processing personal data

Lloyd James Media Group is a marketing services company. The data we collect is used for marketing purposes. We may supply information to clients for marketing or relationship management purposes.

The main purposes to which data is used is to allow our clients to provide individuals with information about goods and services which they think may be of interest to you. Such information may be provided by marketing communications which are tailored to your interests.

In accordance with the UK General Data Protection Regulation we can use personal information where the benefits of doing it are not outweighed by the interests or fundamental rights or freedoms of individuals.

Our lawful basis for processing personal data for direct marketing is known as Legitimate Interest. The benefits being pursued by our organisation are the running of a marketing services and data business. However, when processing personal data for the purposes of electronic marketing, we will only do so where you have provided your express opt-in consent.

### What data we may collect and how we use data

The information we collect and process includes the names of individuals and contact information. We don't collect sensitive information about medical history, religious or political beliefs. In addition we may typically collect and process the following type of information:

- Demographics information such as age, gender, marital status, income, and occupation
- Behavioural information about an individuals' lifestyle like their hobbies, car ownership, travel and holidays, financial arrangements such as insurance and credit and planned purchases
- Modelled information based on things like census responses that are aggregated at a postcode level to provide insight and local area targeting
- Property Information – home ownership, property type, property value and length of tenure (sourced from Land Registry)

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- Some information could be inferred or derived. This may result from the profiling of existing information or as the result of predictive statistical analysis to identify audiences for whom a product or service may be highly relevant.
- Business to business data.

The main purposes for which data is used is to allow our clients to provide individuals with information about goods and services which they think will be of interest. Such information may be provided by marketing communications or advertising which is tailored to the interests of individuals.

The marketing communication may be through:

- Email marketing
- Postal /Mailing Marketing
- Live Telemarketing
- Online Digital / Social Media Advertising

The information we collect includes names of individuals and their contact information. We do not collect sensitive information about medical history, religious or political belief. No-one from our organisation will every ask you for your bank details.

## Who we share data with

The clients and partners we work with who will use the data to send marketing communications will fall into the following categories:

Finance	Loans, credit cards and mortgages
	Investments & savings
	Will writing services and estate planning
	Funeral Planning
	Pensions
Insurance	Home
	Car
	Travel
	Pet
	Personal
	Other insurances
Legal Services	Claims Management
	Mis-sold Financial Products
Lifestyle	Health & Well-being (including mobility)
	Fitness
	Charities
	Media & publishing companies
	Leisure

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	Gaming
	Educational institutions
	Market Research
Retail	Online retail
	General stores
	Automotive (including sales, accessories, rentals or repairs)
	Property (including retirement properties)
	Home furnishings
	Home improvement
	Fashion and clothing
	Telecoms and Utilities (including mobile phones)
	Mail Order
	Home Services
Travel	Hotel
	Airlines
	Travel booking
	Holidays
Marketing	Marketing Agencies
	Data Brokers
	Contact Centres
Business to Business	

We may share data with other companies who are related to our business such as Lloyd James Media Ltd.

We may also share data with credit reference and identity verification organisations which help other organisations to verify the identity of individuals and prevents others from misusing consumer information.

### Profiling

Lloyd James Media Group may use data to group consumers into profiles, who are more likely to have common habits and interests. Profiling is summarising consumer data which include lifestyles, preferences, demographics, and purchasing patterns. It offers additional insight into customers and to help our clients to identify and gain a deeper understanding of their target market, enabling relevant and tailored marketing. We do not use profiling or any of the data we hold to make automated decisions about individuals.

### Data retention and how we store data

In accordance with the UK GDPR, personal data shall be kept for no longer than is necessary for the purposes for which it is being processed.

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We take the security of data and the accessibility to our systems very seriously, with an emphasis on physical security, network and application security.

### Transferring data outside of the EU:

Please note that personal information may be transferred, accessed and stored globally as necessary for the uses and disclosures stated above in accordance with this policy. Any data transfers outside of the EU will only be made in accordance with the UK GDPR guidelines.

### Data breaches

Lloyd James Media Group have a procedure in place if a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, personal data transmitted, stored or otherwise processed.

We will assess the scope and impact of the breach. If, due to the nature of the breach, Lloyd James Media Group is required to inform the ICO, we will do so within 72 hours of becoming aware of the essential facts of the breach.

Based on the assessment of the likely risks to individuals, we will notify the individuals and/or their connected organisations that a data breach has occurred where this may result in a significant risk to the rights and freedoms of individuals, or where we may be in breach of a contractual obligation.

Any such notification to individuals will be carried out as soon as reasonably possible and will include information on the nature of the breach, the name and contact details of our Data Protection representative, the likely consequences of the breach, measures taken or proposed by Lloyd James Media Group to address it, and recommendations for affected individuals to mitigate any potential adverse effects. Such individuals will also be provided advice on how to make a complaint to the ICO.

### The right to withdraw

Lloyd James Media Group respects individuals' rights in relation to the processing of personal data. The UK GDPR provides the following rights for individuals:

- The right to be informed
- The right of access
- The right to rectification
- The right to erasure
- The right to restrict processing
- The right to data portability
- The right to object
- Rights in relation to automated decision making and profiling.

If you do not wish Lloyd James Media Group to use your personal data for direct marketing purposes, you have the right to withdraw your permission at any time. Simply notify us in writing – see "How To Contact Us" at the end of this Privacy Policy.

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In addition there are other methods of opting out from marketing communications:

Mailing Preference Service (MPS): To cut down the volume of postal direct mail you receive you can register with MPS online at [www.mpsonline.org.uk](http://www.mpsonline.org.uk)

Telephone Preference Service (TPS): To restrict advertisers from contacting you via telephone marketing you can register your phone numbers (mobiles and landlines) with the Telephone Preference Service. It's free to do so online at [www.tpsonline.org.uk](http://www.tpsonline.org.uk). Companies who make calls are required to clean their data using the TPS file every 28 days.

### How we use cookies

For details on how we use cookies on our website please refer to our Cookie Policy.

### How to make a subject access request

Individuals have the right to know what information we hold on our system about them at any given time. This is known as a Subject Access Request and the information is provided free of charge. We will respond within one month of receiving a Subject Access Request. To make a Subject Access Request please notify us in writing - see "How To Contact Us" at the end of this Privacy Policy.

### How to make a complaint

To make a complaint please write to us – see "How To Contact Us" at the end of this Privacy Policy.

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance using the contact details set out below.

### How to contact us

If you have 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, want to make a Subject Access Request or wish to complain, please get in touch using the contact details below:

By Post: Compliance Dept  
Lloyd James Media Group  
2nd Floor, 84 Salop Street,  
Wolverhampton  
WV3 0SR

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

By Phone: 0800 288 9949 – choose option 4 and leave us a message, we will get back to you

## Privacy Policy

### Changes To The Policy

Lloyd James Media Group reserves the right to modify or update this Privacy Policy from time to time. Please check back frequently to see any updates or changes to our Privacy Policy.