

Privacy Policy

Who are we?

We are a direct marketing organisation called J K InfoTech Inc. “JKITI” registered in India under company registration number AVDPS5260Q, whose registered office is at 64/1 Russa Road East 1st lane Kolkata- 700 033. India. We run marketing surveys on behalf of some of the leading UK brands to help them target their products and services better. We conduct marketing surveys by telephone. When we call you we will always display a valid telephone number to identify us. You are always able to call this number back to stop any future calls if that is your wish.

What do we use your data for?

All of the data we collect from you is for marketing purposes. This means we share your details with reputable companies who may want to contact you by telephone and post to offer you goods and services that may be of benefit to you. You can ask us to stop sharing your details at any time now or in the future.

Our brands/clients may also contact you by email, SMS or telephone to ask you questions for marketing purposes. These questions will be on behalf of companies who we will name at the time of the call and who will only contact you if you **consent**. Again you can ask *us* to stop contacting you now or at any time in the future by calling our opt-out number +442037713555

Consent and Legitimate Interests

Your data must be processed by us using one of the valid legal bases defined by the Regulations. The two we use are;

Consent

In short this is where you consent to a specific organisation, to contact you by a communication channel or channels which you have agreed to, for specific reasons, which in the context of our processing will be for marketing purposes. When we ask for your consent for a specific organisation, we will do so by giving you the opportunity to tick a box online or answer a question on the phone.

You can of course withdraw your consent at any time and we will describe how later on in this policy.

Legitimate Interest

Data may be processed in pursuance of legitimate interests. This includes using your data for postal and telephone marketing for ourselves or others but in either case communications will be in relation to products or services which we believe may be of interest to you based upon information which you have provided us.

It also includes processing your data for ID protection and tracing purposes such as Credit Reference and Fraud Prevention. This is in relation to appropriate agencies which could help protect your identity and prevent fraud.

As with all of your data you can also object to us processing your data in this way.

What types of personal data do we collect and share?

The information we collect includes your name and contact information that you volunteer such as your telephone number, email address, mobile number and postal address. We may also ask you for your date of birth and during the course of our surveys details about your preferences likes and dislikes. We will never collect information about your bank account or credit card details and nor will we collect sensitive information such as your medical history, religious or political beliefs.

Who may we share your data with?

- A. Our Group of Companies and Brands
- B. Groups of recipients within the specific industry sectors listed
- C. Marketing Service Providers
- D. Credit Reference Agencies
- E. Claims Management Companies

What is Profiling?

We use some of the information you provide to identify lookalikes so our clients can target you with offers of goods and services tailored to you. We will never profile you on the basis of ethnicity, religion, politics or health as these are not valid reasons for which you should be targeted for marketing purposes and nor do we collect this information. We also do not make automated decisions about you which may have a negative impact on your rights. Marketing Services Providers we share your data with may also use profiling to target you for marketing purposes. Once again you can ask us to stop using your data in this way at any time.

To withdraw your consent please call us on +442037713555 or email us compliance@jkinfotech.com

Do we transfer your data to other countries?

We have our own Call Centres in the Philippines, India, and South Africa who may call you on our behalf to conduct our surveys under the name of British savers survey. These Call Centres act as our processors under strict instructions from ourselves. We monitor the calls they make to ensure quality is controlled and we regularly inspect their premises and check that security and data protection standards are of the highest quality. We also send data to clients who may operate overseas, primarily in the United States and South Africa but under strict contract rules that ensure your personal details are only processed under the same laws that we operate under here in the UK.

How long will we keep your data for?

We will only keep your personal details for as long as is necessary or as long as you want. The law does not put a time limit on the amount of time we should hold your personal details for but as long as you are happy to hear from us we will continue to contact you. As we explain in the section marked what are my rights? You can withdraw your consent to us at any time.

What are your rights?

You have a number of rights under the law which include;

- A. Right to be informed
- B. Right of access
- C. Right to rectification
- D. Right to erasure
- E. Right to restriction of processing
- F. Right to data portability
- G. Right to object
- H. Rights related to automated individual decision-making, including profiling
- I. Right to withdraw consent at any time where relevant
- J. Right to lodge a complaint with a supervisory authority

When do you have to share my data?

On rare occasions we may be asked to share your information for the prevention of fraud or with regulatory bodies who are investigating complaint made by a consumer.

How do we protect your information?

We implement a variety of security measures to maintain the safety of your personal information when you enter, submit, or access your personal information.

We offer the use of a secure server. All supplied sensitive/credit information is transmitted via Secure Socket Layer (SSL) technology and then encrypted into our Database to be only accessed by those authorized with special access rights to our systems, and are required to keep the information confidential.

Do we use cookies?

Yes (Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the sites or service providers systems to recognize your browser and capture and remember certain information.

We use cookies to understand and save your preferences for future visits and compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future.

If you prefer, you can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies via your browser settings. Like most websites, if you turn your cookies off, some of our services may not function properly. However, you can still place orders by contacting customer service.

Do we disclose any information to outside parties?

We do sell, trade, or otherwise transfer to outside parties your personally identifiable information. This includes only trusted third parties who assist us in conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others rights, property, or safety. However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

Children's Online Privacy Protection Act Compliance

We are in compliance with the requirements of COPPA (Children's Online Privacy Protection Act), we do not collect any information from anyone under 18 years of age. Our website, products and services are all directed to people who are at least 18 years old or older and less than 75 years.

Your Consent

By using our site, you consent to our [privacy policy](#).

Changes to our Privacy Policy

If we decide to change our privacy policy, we will post those changes on this page, and/or update the Privacy Policy modification date below.