

Privacy Policy

Who Are We?

VouchersBank.co.uk is a brand of **Max Prospect** which is a trading style of **Max Talk Communication Limited**, a direct marketing company registered in England and Wales under company registration number 11145020 and ICO No. ZA761352 and operates in accordance with these laws.

Registered Office: 71-75 Shelton Street, Covent Garden, London, England, WC2H 9JQ.

We are a direct marketing company who conduct marketing survey by telephone and online for some of the UK's leading company. 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. Max Prospect provides such organisations with the key information they need in order to better target their products and services.

This Privacy Policy sets out the data processing practices carried out through the use of the Internet and any other electronic communications networks by Max Prospect, as well as data collected on our behalf for 3rd party marketing. If you have any requests concerning your personal information or any queries regarding these practices, please contact Compliance Team at compliance@maxprospect.co.uk. Please note that all data thus captured will be used and held in accordance with the requirements of the Data Protection Act 2018.

How Do We Use Your Personal Information?

We may from time to time supply your information to third parties for marketing purposes. The main purposes to which your data are put are to allow third parties to provide you with information about goods and services which they think may be of interest to you and/or to maintain any existing relationship they may have with you.

Such information may be provided by marketing communications or advertising which is tailored to your interests. These questions will be on behalf of companies who we will name at the end of the call and who will only contact you if you **consent**.

Be assured that any such parties will only be allowed to use your data in accordance with The General Data Protection Regulation (GDPR 2018) and other applicable law relating to privacy. If you don't want to share your details, you can ask us to stop at any time now or in the future.

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 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 communication will be in relation to product or services which we believe may be of interest to you based upon information which you have provided us.

It also includes process your data for ID protection and tracing purposes such as Credit Reference and Fraud Prevention. This in relation to appropriate agencies which we have listed below 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 Information Do We Collect?

We collect personal information about you that includes your name and contact information that you volunteer such as mobile number, telephone number, email address and postal address. In order to process your interest, we may need to collect your date of birth, about your preferences likes and dislike. We never collect credit card details, bank account number and any other sensitive information life medical history, political or religious beliefs.

We may monitor or record your Calls, Emails, SMS or other communications but we will do so in accordance with data protection legislation and other applicable law. Monitoring or recording will always be for business purposes, such as for quality control and training (e.g. where you call our compliance or customer service department), to prevent unauthorised use of our telecommunication systems and Sites, to ensure effective systems operation, to meet any legal obligation and/or to prevent or detect crime.

We will periodically review your personal information to ensure that we do not keep it for longer than is permitted by law.

Who Do We Share Your Information With?

Marketing Service Providers are companies who collect data from Data Controllers, such as ourselves, and help their clients tailor products and services which best suit your needs. They may also use your data for fraud prevention. The Marketing Services Providers we work with are strictly limited to only those organisations we have completed checks on and who will process your data in strict compliance with all laws, regulations and guidance with regard to Data Protection. We will share your data under strict license terms with the Marketing Services Providers listed below, who like us, will use it to create products and services to help organisations better understand the likely characteristics of their customers; communicate with them more effectively; and find others like them across a range of marketing channels. Our Marketing Service Providers include: PDV Ltd, whose clients include Consumer Lifestyles™ who's privacy policy can be found at <https://www.consumerlifestyles.co.uk>

Max Prospect is registered as a Data Controller with the Information Commissioner, 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.

A. Our Brands

Max Prospect Ltd may be recognised under one of its trading names, as below.

- Max Poll
- VouchersBank.co.uk
- LuckyPrizes.co.uk

B. Business Sectors

When you **consent** to us disclosing your personal information, those third parties who would wish to send you marketing communications or to advertise to you will fall into the following categories:

Sector	Description and Examples
Retail	Online retail, General stores, Automotive (including dealerships and accessories), Property, Home furnishings, Home improvement, Home Services, Fashion and clothing and Telecoms and utilities
Finance	Pensions, Loan, Credit cards, Mortgages, Investments & savings
Insurance	Home, Car, Travel, Pet, Personal and Other insurances
Travel	Holidays, Hotel, Airlines and Travel booking
Lifestyle	Health & Well-being, Fitness, Charities, Media & publishing companies Leisure, Gaming, Legal Services, Educational institutions

C. Business Partners

Aditus Audience Acquisition Ltd, Adlib Finance Ltd T/A We Reclaim, Apple Panels Ltd, Appliance Serve UK, Assured Ltd, Asthma UK, Avalon Funeral Plans, Axowa (<https://axowa.com>), Aura Media Group Ltd, Bauer Consumer Media Ltd T/A National Geographic Partners, Be Insure Solutions Ltd, Breast Cancer Care, British Telecommunications Plc, BTG Home Solutions, Bulb Energy, Charity (Children Cancer), Children with Cancer UK, Club La Costa (UK) Plc, Combined Electrical Solutions Ltd, Comfomatic Ltd, Consumer Advantage, Computer Active and Auto Express, CPS Advisory Ltd for Secure For Life Ltd & Alterno Wealth Ltd, CR Smith Glaziers (Dunfermline) Ltd, Crystal Windows and Doors Ltd, Dennis Publishing (UK) Ltd T/A The Week Magazine, Dignity Funeral Ltd, DLG, E L M (Legal Services) Ltd, E.On Energy, Economy Energy Trading Ltd, EDF Energy Plc, Elite Fine Wines Ltd, Empathy UK Funeral Plan, European Environmental Controls Ltd, ESB Connect, Fairtrade Home Improvements Ltd, First Call Payment Protection Ltd, Funeral Partners Ltd, Global Life Distribution (UK) Ltd T/A Promis Life, Golden Charters Ltd, Great Ormond Street Hospital Children's Charity, Green Star Energy T/A Hudson Energy Supply UK Ltd, Harrington Jones Ltd, Health Core PMI Ltd, Health-On-Line Company Uk Ltd, Help Debt Plus, Helplink, Home Alliance Guard Ltd, Home Appliance Guard Ltd, Home Finance Advice Holdings Ltd, Home Finance Advice Holdings Ltd trading as Mortgage Advice Services, Home Logic UK Ltd, Homeshield Direct Ltd, Homestyle Windows Ltd, Hudson Energy Supply UK Ltd, Imperial Wine & Spirits Merchant Ltd, Independent Financial Matters Ltd, Intelligent PMI Ltd, International Multi Media Entertainments Ltd T/A Lotteries.com, Italk Affiliate Telecommunications Ltd, Late Life Planning Ltd, Mortgage Advise Service, Mortgage Complaints Bureau Ltd, Multi-Media Entertainments Ltd T/A Lotteries, Muscular Dystrophy UK, National Money Savers, Newhall Publishing Ltd T/A Candis, Niagra Healthcare Ltd, NUKULA Ltd T/A Insure That, NTT Fundraising, Open Media Group Ltd T/A OMG, , Optimal Media Solutions Ltd, Octopus Energy Ltd, Organic Insurance Ltd, Octopus Investments, PDSA Petaid Enterprises Ltd, PDV, PMDSC, Pride Planning, Profile Financial Solutions Ltd, PumaSource India Data Services Private Ltd, Safe Glaze UK, Safe Hands Plans Ltd, Saga Personal Finance Ltd, Satellite 4 U Ltd, Satellite Customer Care Ltd, Satinsure Ltd, Satinsure Ltd T/A Insure That, Service Box Ltd, Shoe Lane Press T/A Wordsearch Puzzles, Simplify Digital Ltd, Smarter Choice Solutions Ltd, Smart-Sure Ltd, ST & H Ltd T/A Titan Travel, SO Energy, Spark Energy Ltd, Telefónica UK Ltd T/A O2, Telephone Switch, The Lifestyle Preferences, The Financial Repayment Service Ltd, Thornton & Baines Legal Ltd, Times Newspapers Ltd T/A Sunday Times and Times, Utilita Energy Ltd, Utilities UK Ltd T/A Direct Save Telecom, UK Essentials, Virgin Media Ltd, We Fight Any Claim Ltd, Whitegold Media Ltd, Yes Consumer Solutions Ltd, Your Health Covered Ltd, Your Legacy Matters Ltd.

D. Marketing Agency

Please note that your information may be used to send you details of those products or services that we offer that we have 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 post) that we use to contact you, please contact our Compliance Team at compliance@maxprospect.co.uk. You can also write to: Compliance Team, Max Prospect. 71-75 Shelton Street, Covent Garden, London, WC2H 9JQ.

E. Others Agency

Where permitted by data protection and privacy law, we may also disclose information about you (including electronic identifiers such as IP addresses) and/or access your information:

- If required or permitted to do so by law;
- If required to do so by any court, the Ministry of Justice, the Competition and Markets Authority or any other applicable regulatory, compliance, Governmental or law enforcement agency;
- If necessary in connection with legal proceedings or potential legal proceedings; and/or
- In connection with the sale or potential sale of all or part of our business.

If we reasonably believe false or inaccurate information has been provided and fraud is suspected, details may be passed to fraud prevention agencies to prevent fraud and money laundering.

How Long Will We Retain Your Information For?

The Act does not set out any specific minimum or maximum periods for retaining personal data. However, we will keep the personal data as long as it is necessary or as long as you want us to keep. If you require further information on our data retention policies, please email: compliance@maxprospect.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 partner suppliers. 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.

Your Rights and Responsibilities

You have certain rights under data protection legislation. For example,

- **Right to be informed:** Individual have the right to know what we are going to do with their data.
- **Right of Access:** Individual have the right to contact us to request details of the information we have about you.
- **Right of Amendment:** Individual have the right to ask us to rectify their information.
- **Right to be Forgotten:** Individuals have the right to request that companies remove their personal information from corporate databases in a timely fashion.

- **Right to Restrict Processing:** Individuals have the right to be notified of any processing activities involving their personal data, have access to the information being processed, and they also have the right to object to processing at any time.
- **Right to Portability:** Individuals have the right to demand a copy of their private data maintained by a company.
- **Right to Object:** Individual have the right to file a complaint with the data processing authority in your local country.

If you any questions or comments about your right, 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

Max Prospect

71-75 Shelton Street

Covent Garden

London

WC2H 9JQ

Email: compliance@maxprospect.co.uk

Opting Out Later

Once you have given your consent, you can however still control whether you continue to receive communications from such third parties. The method of control depends on the channel of communication:

A. Telephone Calls

To withdraw your consent for live or automated calls from anyone you can add your name to the Telephone Preference Service which is maintained at 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@maxprospect.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.

B. Post

You can also 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

C. E-mail or SMS

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).

Combining Data

The information you give us may be combined with other information about you that is obtained from other sources. The combination is usually undertaken with a view to enhancing an existing database with more information. 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 data you provide here may be combined with data you have provided elsewhere to verify your identity or validate the information you have provided (for example in the context of a third party's anti-fraud measures).

If you have given any third parties permission to share your information, or if you sign in through a social medium, those third parties may be able to find and use information about you so that, in order to speed up the registration process or offer you tailored advertising, you don't have to provide the information directly to us. The information we obtain will be used in accordance with the other parts of this privacy policy.

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@maxprospect.co.uk

Cookies Policy

When visiting MaxProspect.co.uk, some information is collected automatically using cookies. Cookies are small text files that are placed on your computer or device by websites that you visit. They are widely used to allow sites to do things like provide personalised content and remember specific log-in details and settings. Cookies are used to make websites work, or work more efficiently, as well as to provide information to the owners of the site and so they can analyse how the website is being used.

Cookies can be temporary or permanent. Most cookies are deleted as soon as you close your browser or mobile application - these are known as session cookies. Others, known as persistent cookies, are stored on your computer or device either until you delete them, or they expire.

The table below explains the cookies we use and why.

Cookie	Name	Purpose
Google Analytics	Utma	Used to identify unique visitors to maxprospect.co.uk
Google Analytics	utmb, _utmz	Used to determine the visitor session
Google Analytics	Utmz	Used to determine the visitor navigation maxprospect.co.uk
Google Adwords	N/A	This places a cookie on your computer when you click on an advert. This cookie is used on our 'results page' for the purpose of tracking successful conversions for maxprospect.co.uk

Profiling and Automated decision-making.

Profiling and automated decision-making (or ADM) are two areas of the GDPR that have caused a fair degree of confusion for businesses, often with perceived negativity and assumptions that the law significantly restricts most forms of computer-led analysis of data subjects and their activities. Not necessarily so.

A decision based solely on automated processing is a decision with no human involvement in the decision process. The guidelines warn that involving a human in the process to circumvent the rules on solely automated decision making would not work, as the human involvement must be meaningful and not just a token gesture. The individual needs to have the authority to change the decision considering all the information available.

We do not practice Profiling and Automated decision-making in our organization.

Complaints

We want to give you the best possible service. However, if at any point you become unhappy with the service we have provided to you or you have any other concerns, then you should inform us immediately so that we can do our best to resolve the problem for you. Please see our "Contact Us" page.

For further information please write to:

The Data Protection Officer

Max Prospect

71-75 Shelton Street

Covent Garden

London WC2H 9JQ

Email: compliance@maxprospect.co.uk

If you have any questions, comments or concerns arising from the website, the privacy policy or any other relevant terms and conditions, policies and notices or the way in which we are handling your personal information please contact us.

Max Prospect reserves the right to change this Privacy Policy from time to time and without notice. An up to date version of this Privacy Policy is available on the Max Prospect's website.