

## Privacy Policy

Last updated May 2018, in accordance with the requirements of the General Data Protection Regulation (GDPR).

### Who are We?

This is the Privacy Policy of Compare Today Survey, which is the Trading name for NSD Technologies Pvt. Ltd. A company registered in India (Registration # U72900WB2010PTC152612) whose registered address is 25, Amartolla Street, Kolkata – 700001 and is registered with the Information Commissioner Office vide ICO Registration Number \_\_\_\_\_.

NSD Technologies is a call center providing services on BPO Projects and dedicated to performing its business in accordance with the General Data Protection Regulation. We operate under our brand name Compare Today Survey and we run marketing surveys on behalf of leading UK brands to help them target their products and services better. We conduct these marketing surveys via telephone and we always display a valid telephone number to identify us. You can anytime choose to call back and change your marketing preference or stop from receiving any future calls.

### What data we collect; what do we use your data for and How we use your data for?

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

The data we collect from you is for marketing purposes which means we share; from time to time, your details with reputable companies who may contact you with information about their products or services which may be of interest or benefit to you. You can always ask us to stop sharing your information or details at any time.

Your data may be used for data enhancement, validation, information verification, suppression, credit and risk management, tracing and to the extent permitted by law, individual reference or lookup services, by us and other named companies as above.

We may even share your information if requested for fraud prevention with regulatory bodies for investigation purposes in case of consumer complaints

We may communicate with you or the companies we share your data may communicate with you through any of the following channels –

- Email
- Postal/Mail
- Live Telemarketing
- SMS/MMS
- Online Digital/Social Media

Our brands and associated companies or their brands, mentioned in this privacy policy may also contact you to ask 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.

Companies who may wish to communicate could fall under the following verticals/industries:



- **Retail:** Online retail, General stores, Automotive (including sales, accessories, rentals or repairs), Property, Fashion and clothing, Telecoms and Utilities, Mail Order
- **Finance:** Pensions, Loans, credit cards and mortgages, Investments & savings, Wills, Funeral Planning
- **Insurance:** Home, Car, Travel, Pet, Personal, Other insurances
- **Travel:** Holidays, Hotel, Airlines, Travel booking
- **Lifestyle:** Health & Well-being (including mobility), Fitness, Charities, Media & publishing companies, Leisure, Gaming, Legal Services, Educational institutions, Market Research

### **Data Profiling**

We may use your 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 you.

### **Legal Basis for Processing Your Personal Information – Legitimate Interests**

The data we collect from you is for marketing purposes which means we share; from time to time, your details with reputable companies who may contact you with information about their products or services which may be of interest or benefit to you. Data may be processed in pursuance of legitimate interests that may include using your data for postal and telephone marketing for ourselves or others but in either case communication will be in relation to products or services that may be of interest or benefit to you. The benefits being pursued by our organisation are the running of marketing services and data business.

### **Who may we share your data with?**

- Our group companies and Brands, namely, NSD Technologies Pvt. Ltd. and Supreme Consumers
- Our associate companies, namely, Tensu Infotech Pvt. Ltd., Krishna Impex, Krishna Services, Consumer Datafort Inc.
- Marketing Service Providers/Media houses: Data is shared with reputed marketing service providers and media houses who may use your information to share with their clients and aid them with creating tailor-made products and services as per your needs.
- Groups of recipients within the specific industry sector listed above

### **Data Retention and how long will we your data for?**

We follow strict rules in accordance with the GDPR and make sure the information is:

- used for specified, explicit purposes
- used in a way that is adequate, relevant and limited to only what is necessary
- accurate and, where necessary, kept up to date
- kept for no longer than is necessary or as long as you want
- securely handled, including protection against unauthorised or unlawful processing, access, loss, destruction or damage

### **Your Rights**

The law provides the following rights to individuals –



- The right to be informed – This right provides the data subject with the ability to ask a company for information about what personal data (about him or her) is being processed and the rationale for such processing. To obtain details we hold, you may send an email to [Compliance@comparetodayssurvey.com](mailto:Compliance@comparetodayssurvey.com)
- The right of access – his right provides the data subject with the ability to get access to his or her personal data that is being processed. This request provides the right for data subjects to see or view their own personal data, as well as to request copies of the personal data. To obtain details we hold, you may send an email to [Compliance@comparetodayssurvey.com](mailto:Compliance@comparetodayssurvey.com)
- The right to rectification – This right provides the data subject with the ability to ask for modifications to his or her personal data in case the data subject believes that this personal data is not up to date or accurate
- The right to erasure – Also known as right to be forgotten, this right provides the data subject with the ability to ask for the deletion of their data. This will generally apply to situations where a customer relationship has ended. It is important to note that this is not an absolute right, and depends on your retention schedule and retention period in line with other applicable laws
- The right to restrict processing – this right provides the data subject with the ability to withdraw a previously given consent for processing of their personal data for a purpose. The request would then require the company to stop the processing of the personal data that was based on the consent provided earlier
- The right to data portability – This right provides the data subject with the ability to ask for transfer of his or her personal data. As part of such request, the data subject may ask for his or her personal data to be provided back (to him or her) or transferred to another controller. When doing so, the personal data must be provided or transferred in a machine-readable electronic format
- The right to object – This right provides the data subject with the ability to object to the processing of their personal data. Normally, this would be the same as the right to withdraw consent if it was appropriately requested and no processing other than legitimate purposes is being conducted. However, a specific scenario would be when a customer asks that his or her personal data should not be processed for certain purposes while a legal dispute is ongoing in court
- Rights in relation to automated decision making and profiling – This right provides the data subject with the ability to object to a decision based on automated processing. Using this right, a customer may ask for his or her request (for instance, a loan request) to be reviewed manually, because he or she believes that automated processing of his or her loan may not consider the unique situation of the customer

## Cookies

When you use and access the Service, we may place a number of cookies files in your web browser. We use cookies for the following purposes: to enable certain functions of the Service, to provide analytics, to store your preferences, to enable advertisements delivery, including behavioural advertising. We use both session and persistent cookies on the Service and we use different types of cookies to run the Service: Essential cookies. We may use essential cookies to authenticate users and prevent fraudulent use of user accounts.



A cookie file is stored in your web browser and allows the Service or a third-party to recognize you and make your next visit easier and the Service more useful to you.

#### *Third-party cookies*

In addition to our own cookies, we may also use various third-parties cookies to report usage statistics of the Service, deliver advertisements on and through the Service. Please note that our advertisers may also use cookies, over which we have no control. You block cookies by activating the settings on your browser which allows you to refuse the setting of all or some cookies, however, that if you delete cookies or refuse to accept them, you might not be able to use all of the features we offer, you may not be able to store your preferences, and some of our pages might not display properly.

#### **Contact Us**

If you have any questions or comments about this Privacy Policy, or wish to exercise your information rights in connection with the personal data you have shared with us or wish to provide feedback or complain, please contact us at: [Compliance@comparetodaysurvey.com](mailto:Compliance@comparetodaysurvey.com)

#### **Copyright and Changes to the Policy**

© All copyright remains the property of NSD Technologies Pvt. Ltd.

NSD Technologies reserves the right to modify or update this Privacy Policy from time to time.

---