

## **RULER ANALYTICS LIMITED: Privacy Notice to Clients**

### **What we do to analyse your customer data**

Ruler Analytics Limited ("**We**" "**Ruler**") are committed to protecting and respecting our clients' ("**Client**", "**you**", "**yours**") and your customers, callers and website visitors (collectively "**Contacts**" or individually "**Contact**") whose Personal Data we process by delivering our Services to you.

This Notice (together with our terms and conditions <https://www.ruleranalytics.com/terms-conditions/> and any other documents referred to in it (as set out below) set out the basis on which any personal data or any data belonging to your Contacts or you that we collect from you or we collect from your website through web forms or from callers through your marketing campaign, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices in how we act on your behalf in processing personal data of your Contacts and act as the data controller in relation to Client Data. By entering into a contract with us (our "**Agreement**") you are accepting our terms and conditions which incorporate the practices described and terms set out in this Notice.

### **Definitions:**

**Authorised User:** means any individuals who act as your representatives designated by you to act as authorised users of the Services pursuant to our Agreement with you;

**Caller:** means an individual who calls one of your Destination Numbers (a designated telephone number)

**Call Recording:** means a recording of the telephone conversation we have with a Caller which is usually stored in mp3 format

**Client Data:** means any Personal Data of your staff or agents or subcontractors;

**Contact Data:** means any Personal Data of your Contacts;

**Data Instruction:** means any instruction setting out the types of personal data which may be processed by us in the performance of the Services, the subject matter of the processing, and the duration of the processing, which has been agreed in writing and signed by the parties;

**Data Protection Legislation:** means (i) prior to 25 May 2018, the Data Protection Act 1998 (as amended, updated or re-enacted from time to time) and from 25 May 2018, Regulation (EU) 2016/679 the General Data Protection Regulation (**GDPR**) and any national laws implementing the GDPR in the United Kingdom (all as amended, updated or re-enacted from time to time), and any applicable law or regulation which supersedes or replaces any of the foregoing in the United Kingdom; (ii) the Privacy and Electronic Communications (EC Directive) Regulations 2003, and any applicable law or regulation which supersedes or replaces any of the foregoing in the United Kingdom;

**Data Controller, Data Processor, Data Subject, Personal Data, Processing, Special Category Data:** shall have the meanings as defined under the GDPR;

**Designated Number:** means a telephone number you are using for your business which the Caller may call and we answer as part of our Service and from which we create a Call Recording.

**UTN (Unique Tracking Number):** means any Dynamic UTN or any Static UTN allocated to the Client pursuant to our Service for Callers to dial in order to be connected to the relevant Destination Number of the Client;

**Website Visitor:** means a Contact who visits the Client Website.

### **Our relationship with you**

Ruler Analytics Limited (registered number 09691646) whose registered office is 11th Floor, Royal Liver Building, Liverpool L3 1HU.

For the purpose of the Data Protection Legislation:

In relation to the Contact Data that we collect and/or process strictly on yours' or your contacts' behalf by delivering our Services to you or your contacts under our Agreement we are the Data Processor and you are the Data Controller. Should you consider you are not the data controller then you may be the data processor of your contact and you should ensure you have an appropriate data processing agreement in place with your client to ensure you have the appropriate consent or permission to instruct us to process your client's personal data. At any time we provide our services, and without liability to you or your contacts, we may refuse to process such personal data if we consider there is no lawful basis established to do so. In such circumstances we will contact you (our client) unless such disclosure is unlawful.

In relation to the Client Data we collect and process for the purpose of communicating with you and receiving your instructions under our Agreement we are the Data Controller. Our nominated data protection compliance manager for the purpose of the Data Protection Legislation is Ian Leadbetter who can be contacted at [info@ruleranalytics.com](mailto:info@ruleranalytics.com).

### **We only process information in accordance with your Data Instructions**

With regard to each of your Contact's visits to your website or marketing apps or Call Recordings we make through the use of our Service we will only collect and process Contact Data in accordance with Data Instructions.

You are responsible for ensuring that your Data Instructions are lawful and comply with all Data Protection Legislation in relation to each applicable instruction to process any Contact Data.

This means you have established the lawful basis for processing the applicable Data Subject's Personal Data (including when appropriate and obtained the applicable Data Subject's consent) under the Data Protection Legislation when required to enable you to transfer their personal data and to permit us to use such personal data and to process Contact Data we collect on your behalf for the purposes set out in the Data Instruction, this Notice and our Agreement. You agree to bring the terms of this Notice and the Data Instruction to the Contacts as part of your obligations as the data controller.

We can help you design your consent forms or opt-in provisions but ultimately you are responsible for ensuring they are compliant. For instance, Clients will have to instruct their customers using opt in fields on their forms as part of the customer's journey on your website or when they call a Designated Number and you could combine those notices and also use recorded messages at the start of the call to ensure the Contact is fully informed of how we shall be processing their personal data.

### **What information do we collect and process?**

We may collect and process the following personal data:

#### **Information you give us**

You may give us Client Data and Contact Data by filling in forms through our Service or by corresponding with us by phone, e-mail or otherwise. In cases of Client Data this includes information your Authorised Users or staff provide when you register to use our site and subscribe to our service, participate in discussion boards or other social media functions on our site, and when you report a problem with our site.

The type of Personal Data contained in Client Data may include your company representatives' contact information such as names, address, e-mail address and phone number. Unless you have the explicit consent to do so from the particular Data Subject we do not expect to receive any Special Category Data.

The Contact Data you or your clients supply to us may also contain any type of Personal Data including but not limited to contact information and may also contain certain profile information related to the Contacts' buying habits, hobbies or interests but again we do not expect to receive any Special Category Data unless you have the explicit consent of the applicable Data Subject to enable us to process the same on your or your client's behalf.

#### **Information we collect about your staff or Authorised Users and your Contacts**

We may collect Client Data information about you and Contact Data about your Contacts when your staff or Authorised Users fill in forms through our Service or by corresponding with us by phone, e-mail or otherwise. This will be collected and processed in a similar way as it is described in the Information you give us section above.

## **Information we receive from our subcontractors**

We work closely with such third parties which include our, sub-contractors in technical, payment and delivery services, telephony, data analytics providers, search information providers. We may use such subcontractors to collect, store or process information about you and your Contacts depending on which parts of our Service you select. We have entered appropriate written agreements with each subcontractor in accordance with the Data Protection Legislation. Such subcontractors shall not use yours or your Contacts' information for any other purpose than in accordance with this Privacy Notice .

## **Special Category Data**

We do not collect or process Special Category Data unless we receive appropriate Data Instructions and we are satisfied that the Data Instructions contain the appropriate evidence to do so would be lawful. It is at our absolute discretion as to whether we shall accept and proceed with such Data Instructions.

## **Cookies**

Our website uses cookies to distinguish each visitor who visits our website from other visitors. This helps us to provide a good experience when each visitor browses our website and also allows us to improve our site. For detailed information on the cookies we use and the purposes for which we use them see our [Cookie policy](#).

## **Uses made of the information**

We use information held about you and your Contacts in the following ways:

### **Information you give to us or we collect about you**

- We will use Client Data: to carry out our obligations arising from any contracts entered into between you and us and to provide you with the information and services that you request from us;
- to notify you about changes to our service and to provide you with information about other services we offer to our clients;
- to administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- to improve our site to ensure that content is presented in the most effective manner for you and for your computer;
- to allow you to participate in interactive features of our service, when you choose to do so;
- as part of our efforts to keep our site safe and secure;
- to measure or understand the effectiveness of advertising we serve to you, and to deliver relevant advertising to you and to assist you in understanding the effectiveness of your marketing and advertising;
- to make suggestions and recommendations to you regarding our services that may interest you.

If you do not want us to use your data in this way please request the same by emailing us at [info@ruleranalytics.com](mailto:info@ruleranalytics.com) to ensure that content from our site and our Service is presented in the most effective manner for you.

### **Information you give us or we collect about your Contacts**

We will only use Contact Data:

- to carry out our obligations arising from any contracts entered into between you and us and to provide you with the information and services that you request from us strictly in accordance with each Data Instruction under such contracts;

Examples of Personal Data we may collect and process for Clients based on previous Data Instructions include the following information:

- The Contact's name, address, telephone and email contact details, other personal information usually about their shopping habits or hobbies or behaviours they might submit in one of our forms, technical information, including the Internet protocol (IP) address used to connect their computer to the Internet, their login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform;
- Voice recorded messages and profile information about the Contact's experience when visiting your site may also be collected subject to your instructions; and
- information about their visit, including the full Uniform Resource Locators (URL) clickstream to, through and from your site (including date and time); products and services they've viewed or searched for; page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page and any phone number used to call your customer service number.

### **Call and message recording**

You acknowledge that through our service we or our third-party suppliers may monitor, record, store and use any telephone, e-mail or other communication made by you or your Contact for the purposes set out in this Privacy Notice.

### **Disclosure of your information**

#### **Disclosure within our group structure**

We may share your company information and that of your Contacts with any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006.

## **We may disclose Client Data and Contact Data to third parties**

We may share your information and that of your Contacts whose data you have supplied to us or we have collected on your behalf with our third-party suppliers in order to provide our services. These may include but are not limited to our host providers, communication network providers and mobile operators in each case we have appropriate legally binding contracts in place with each third party which meet the applicable standards of the Data Protection Legislation

In the event that we sell or buy any business or assets, in which case we may disclose Client Data to the prospective seller or buyer of such business or assets.

If Ruler or substantially all of its assets are acquired by a third party, in which case personal data held by it about its clients will be one of the transferred assets.

If we are under a duty to disclose or share yours or your Contacts' personal data in order to comply with any legal obligation, or in order to enforce or apply Rulers Standard Terms <https://www.ruleranalytics.com/terms-conditions/> and any other agreements we enter into with you; or to protect the rights, property, or safety of Ruler, our clients and their Contacts. This includes exchanging information with our professional advisors whose duties to ensure privacy and confidentiality are governed by strict professional codes of practice and also with other companies and organisations for the purposes of fraud protection and credit risk reduction.

## **Where we store your Client Data and your Contacts' personal data**

Client Data and Contact Data, we process will not be transferred to, and stored at, a destination outside the European Economic Area ("EEA") without first seeking your approval.

All information you provide to us is stored on third party secure servers. Any payment transactions will be encrypted. Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect yours and your Contacts' personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access in accordance with our Technical and Organisation Measures.

## **Yours and your Contacts' rights**

### **Direct marketing**

We do not use any Contact Data for marketing purposes. With your permission, we may use your Client Data to market our services to you and at any time you may withdraw such permission.

Where we collect the personal data, we will usually inform you (if necessary) before collecting the data how we intend to use such data for such marketing purposes or if we intend to disclose your information to any third party for such purposes.

At each stage, you will be given the appropriate opportunity to provide positive consent if required before we use such information. In each case the Data Subject may exercise their right under the Data Protection Legislation to prevent such processing by contacting us at [info@ruleranalytics.com](mailto:info@ruleranalytics.com).

Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you or your Contacts follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. You and your Contacts are responsible for checking these policies before you or the Contact submit any personal data to these websites.

### **Access to information**

You and your Contacts have the right to access personal data held by us about you or your Contacts. Your right of access is exercisable in accordance with the Data Protection Legislation. Any access request should be made to [info@ruleranalytics.com](mailto:info@ruleranalytics.com).

### **Changes to this Notice or Privacy Policies**

Any changes we may make to this Notice or our Privacy Policy in the future will be posted on this page or our website and, where appropriate, notified to you by e-mail. Please check our site frequently to see any updates or changes to our privacy notices and policies.

### **Contact**

Questions, comments and requests regarding this privacy notice are welcomed and should be addressed to: [info@ruleranalytics.com](mailto:info@ruleranalytics.com).