

Ruler Analytics Limited: Privacy Notice to Clients

Document Version Control

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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”) personal data, which we process by delivering our Services to you.

This Notice (together with our terms and conditions at <https://www.ruleranalytics.com/terms-conditions/> and any other documents referred to herein) sets out the basis on which any personal data belonging to your Contacts or to you - that we collect from you, from your website through web forms, or from callers through your marketing campaigns - will be processed by us. Please read the following carefully to understand our views and practices regarding how we act on your behalf in processing personal data of your Contacts, and how we act as 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 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, 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 duration of the processing, which has been agreed in writing and signed by the parties.

Data Protection Legislation: means the UK General Data Protection Regulation (UK GDPR), as it forms part of the law of England and Wales, Scotland and Northern Ireland by virtue of section 3 of the European Union (Withdrawal) Act 2018; the Data Protection Act 2018 (DPA 2018); the Privacy and Electronic Communications (EC Directive) Regulations 2003 (as amended); and any other applicable legislation or regulation relating to the processing of personal data and privacy in the United Kingdom, as may be amended or supplemented from time to time, together with any codes of practice or guidance issued by the Information Commissioner’s Office (ICO).

Data Controller, Data Processor, Data Subject, Personal Data, Processing, Special Category Data: shall have the meanings as defined under the UK GDPR and the DPA 2018.

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 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 at Tempest, Suite 1, Tithebarn Street, Liverpool, England, L2 2DT.

For the purposes of the Data Protection Legislation:

In relation to the Contact Data that we collect and/or process strictly on your behalf, or on your contacts' behalf, by delivering our Services under our Agreement, we are the Data Processor and you are the Data Controller. Should you consider that you are not the data controller, you may be acting as a data processor on behalf of your own client, in which case you should ensure you have an appropriate data processing agreement in place with your client to confirm you have the appropriate lawful basis or permission to instruct us to process their personal data. At any time during the provision of our services, and without liability to you or your contacts, we may refuse to process 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 would itself be 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 purposes of the Data Protection Legislation is Ian Leadbetter, who can be contacted at info@ruleranalytics.com.

We Only Process Information in Accordance With Your Data Instructions

In 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 applicable Data Protection Legislation in relation to each instruction to process Contact Data.

This means you must have established a lawful basis for processing the applicable Data Subject's Personal Data (including, where required, having obtained the applicable Data Subject's consent) under the Data Protection Legislation, before you transfer their personal data to us or permit us to process it 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 relevant Data Instruction to the attention of your 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 with the Data Protection Legislation. For instance, clients will need to inform their customers using opt-in fields on their website forms, as part of the customer's journey, or by using recorded messages at the start of calls to ensure the Contact is fully informed of how their personal data will be processed.

What Information Do We Collect and Process?

We may collect and process the following personal data:

Information You Give Us

You may provide us with Client Data and Contact Data by filling in forms through our Service or by corresponding with us by phone, email or otherwise. In the case of Client Data, this includes information your Authorised Users or staff provide when registering to use our site, subscribing to our service, participating in discussion boards or other social media functions on our site, and when reporting a problem with our site.

The type of Personal Data contained in Client Data may include your company representatives' contact information such as names, addresses, email addresses and phone numbers. We do not expect to receive any Special Category Data unless you have the explicit consent of the relevant Data Subject to share it with us.

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

Information We Collect About Your Staff, Authorised Users and Your Contacts

We may collect Client Data and Contact Data when your staff or Authorised Users fill in forms through our Service or by corresponding with us by phone, email or otherwise. This will be collected and processed in the same manner as described in the 'Information You Give Us' section above.

Information We Receive From Our Sub-contractors

We work closely with third parties including sub-contractors in technical, payment and delivery services, telephony, and data analytics. We may use such sub-contractors to collect, store or process information about you and your Contacts depending on which parts of our Service you select. We have entered into appropriate written agreements with each sub-contractor in accordance with the Data Protection Legislation. Such sub-contractors shall not use your or your Contacts' information for any purpose other 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 such instructions contain appropriate evidence that processing would be lawful. It is at our absolute discretion whether we shall accept and proceed with such Data Instructions.

Cookies

Our website uses cookies to distinguish visitors and to improve user experience. For detailed information on the cookies we use and the purposes for which we use them, please see our Cookie Policy at <https://www.ruleranalytics.com/cookie-policy/>.

Uses Made of the Information

Information You Give to Us or We Collect About You (Client Data)

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 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 and to ensure that content is presented in the most effective manner for you;
- 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 assist you in understanding the effectiveness of your own marketing and advertising;
- to make suggestions and recommendations to you regarding our services that may be of interest to you.

If you do not want us to use your data in any of these ways, please contact us at info@ruleranalytics.com.

Information You Give Us or We Collect About Your Contacts (Contact Data)

We will only use Contact Data to carry out our obligations arising from any contracts entered into between you and us, strictly in accordance with each Data Instruction under such contracts. Examples of Personal Data we may collect and process based on previous Data Instructions include:

- The Contact's name, address, telephone number and email address; other personal information such as shopping habits, hobbies or behaviours submitted via one of our forms; and technical information including IP address, 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, subject to your instructions.
- Information about their visit, including the full URL clickstream to, through and from your site (including date and time); products and services they have 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 navigate 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, email or other communication made by you or your Contact for the purposes set out in this Privacy Notice. Where call recording is activated, you are responsible for ensuring that a lawful basis exists for such recording and that Callers are informed appropriately, in compliance with the Data Protection Legislation and any other applicable legislation.

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.

Disclosure to Third Parties

We may share your information and that of your Contacts with our third-party suppliers in order to provide our services. These may include, but are not limited to, our hosting 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.

We may also disclose Client Data or Contact Data in the following circumstances:

- 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 legal duty to disclose or share your or your Contacts' personal data in order to comply with any legal obligation, or in order to enforce or apply Ruler's standard terms (<https://www.ruleranalytics.com/terms-conditions/>) and any other agreements we have entered into with you; or to protect the rights, property or safety of Ruler, our clients and their Contacts.
- For the purposes of fraud protection and credit risk reduction, including exchanging information with our professional advisors (whose duties to ensure privacy and confidentiality are governed by strict professional codes of practice) and with other companies and organisations.

Where We Store Your Client Data and Your Contacts' Personal Data

All Client Data and Contact Data we process is stored within the United Kingdom (UK) and/or the European Economic Area (EEA). We will not transfer personal data to a destination outside the UK or EEA without first seeking your approval and ensuring that an appropriate transfer mechanism is in place in accordance with the Data Protection Legislation. This may include relying on an adequacy decision made by the UK Secretary of State, or entering into an appropriate transfer agreement such as the ICO's International Data Transfer Agreement (IDTA) or an ICO-approved addendum to standard contractual clauses.

All information you provide to us is stored on secure third-party 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 your password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your and your Contacts' personal data, we cannot guarantee the security of data transmitted to our site; any such 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 Organisational Measures (TOMs).

Your and Your Contacts' Rights

Under the UK GDPR and DPA 2018, you and your Contacts have the following rights in relation to personal data we hold about you or them:

- The right to be informed about how their personal data is used.
- The right of access to personal data held about them.
- The right to rectification of inaccurate or incomplete personal data.
- The right to erasure ('right to be forgotten'), in certain circumstances.
- The right to restrict processing, in certain circumstances.
- The right to data portability, where processing is based on consent or contract and carried out by automated means.
- The right to object to processing based on legitimate interests or for direct marketing purposes.
- Rights in relation to automated decision-making and profiling.

To exercise any of the above rights, please contact us at info@ruleranalytics.com. We will respond within the timescales required under the Data Protection Legislation (generally within one month of receipt of the request).

You and your Contacts also have the right to lodge a complaint with the Information Commissioner's Office (ICO) at www.ico.org.uk if you believe that your data protection rights have not been respected.

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 by contacting us at info@ruleranalytics.com.

Where we collect personal data for marketing purposes, we will usually inform you before collecting the data how we intend to use it, 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 where required. Any Data Subject may exercise their rights under the Data Protection Legislation to prevent such processing by contacting us at 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 submitting any personal data to these websites.

Changes to This Notice or Our Privacy Policies

Any changes we may make to this Notice or our Privacy Policy in the future will be posted on our website and, where appropriate, notified to you by email. Please check our site regularly to see any updates or changes to our privacy notices and policies. We will update the 'last updated' date on this Notice each time it is revised.

Contact

Questions, comments and requests regarding this Privacy Notice are welcomed and should be addressed to: info@ruleranalytics.com.

Ruler Analytics Limited, 11th Floor, Royal Liver Building, Liverpool, L3 1HU.

You also 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). We would, however, appreciate the chance to deal with your concerns before you approach the ICO, so please contact us in the first instance.