

Prism Marketing Group Privacy Policy

Our contact details

Name: Prism Marketing Group Ltd

Address: 30 Churchill Place, Canary Wharf, London, E14 5RE

Phone Number: 03301 335 001

E-mail: info@prismmarketinggroup.co.uk

This Privacy Notice was last updated on 20/05/2024

Overview

Prism Marketing Group Limited (herein after 'Prism' or 'We') collects, stores and processes personal data to provision services on behalf of our customers and webpage users.

You can find out more information about what personal data is from the ICO at – <https://www.ico.org.uk>. Essentially it is information which identifies you as a living individual.

We take data privacy very seriously. Prism is a data controller registered with the ICO. We have a Data Protection Officer overseeing and reporting on compliance and we fully recognise the importance and sensitivity of your personal information. We only collect the minimum personal information that is relevant to processing your enquiry/ies and to protect children from using our sites. If you are under 18 years old or aged over 75 please do not use our sites or submit your personal data to us.

What this notice covers

This privacy policy covers the personally identifiable information about you that Prism collects when you are using any of our homepages, websites or landing pages; or when you complete then submit an online form powered by our Spectrum Discount Program. Only when it is appropriate and necessary to your enquiry do we process information about your health in order to ensure we connect the right service provider that precisely fits your medical condition(s).

Prism stores and processes personal data in accordance with all current Data Protection legislation, including the UK GDPR, the Data Protection Act 2018 and the Personal and Electronic Communications Act and all other relevant legislation. e.g., Equalities Act 2010.

We also automatically receive and record information from your browser, including your IP address to prevent fraudulent use of our systems and to protect and validate our customers' enquiries.

When you fill out one of our forms it is in our legitimate interests to use the information you have provided so we can service your enquiry by:

- Providing you with a relevant partner who can discuss or negotiate your requirements in more detail.
- Improving our site for the greater satisfaction of our customers' browsing experience and goals.

Spectrum Discount Program

Many, but not all of our landing pages are powered by the Prism Discount Program – Spectrum - which enables you to get a discount on many products and services, and other discounts we facilitate for you with our service providers like Wills, Living Trusts and other estate management products and services; home improvement partners, estate planners, renewable energy suppliers, hearing aid partners, property sales partners & business services partners.

Please note that due to data protection legislation we can only provide you with access to the Spectrum Program if you provide us with your consent to do so. This is clearly marked as a separate process and requires you to provide your consent to join. If you do not wish to join our Spectrum Discount Program please do not provide your consent, we will still process your original enquiry for the particular service you want, but if you want us to process your enquiry and also want to join our Spectrum Discount Program, you must provide your additional consent to join Spectrum.

If you wish to join our Spectrum Program you may also be asked for your consent on which type of communication you wish to receive (singly or in combination)– SMS, Email or a Telephone call, but please know that if you do not provide a way for us to contact you, we may not be able to (fully) service your enquiry.

If you are under 18 years old or living outside of the EU or UK please do not fill in any of our forms as we only provision services for customers over 18 who live in the UK or EU.

Data Security

All and any information you provide us with is transferred securely, it is encrypted in-flight then stored securely, and when it is no longer needed it is safely and securely destroyed. We have an appropriate policy document in place for processing any sensitive information relating to your health enquiry, e.g. for hearing aids etc.

The type of personal information we collect

We currently collect and process the following personal information about you to process your enquiry and to match you with the supplier(s) that meets your requirements and to protect against fraud.

- Name, contact details, data relating to your health for medical enquiries, together with any other information or personal data you provide to assist your specific enquiry with us; we also collect the IP addresses, website data, analytical data; and for employee applications we process the minimum personal data necessary for recruiting and safely on-boarding, then managing our staff; full details of which can be found in our staff manual.

How long we keep your personal information (retention period), what we use it for and the legal bases

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing both customer and staff information are as follows –

Where we have a contractual obligation to do so; or a have a legal obligation; or a vital interest (for staff data only), or a legitimate interest or when we have your consent which you can remove at any time by contacting our Data Protection Officer, here: info@prismmarketinggroup.co.uk

Type of information	Purpose for collection	Legal Basis for processing your data	Retention period
For our Customers - Name, address, email, telephone number(s), IP addresses.	To enable provision of the services you request and / or discounts for our Spectrum Program	Legitimate Interest for a single enquiry or Consent (Spectrum Program only)	12 months for a single enquiry and 24 months from last contact by you for the Spectrum program

For medical enquiries	To enable provision of the correct medical services you request and / or discounts for our Spectrum Program	Legitimate Interest for a single enquiry or Consent (Spectrum Program only)	18 months for a single enquiry and 24 months from last contact by you for the Spectrum program
For our Employees	To enable suitable onboarding and lawful management of staff	Contract, Legal obligation, Vital Interests, Legitimate Interests	+1 year from data collection

Please know that for our Spectrum Discount Club if you do not engage with us for a period of 24 months from joining, Prism will re-apply for your consent to continue storing your data and if you do not reply to these reminders, we will automatically delete the data (and your account) 24 months from when we first collected your personal information.

All of our customer data is processed and stored in the UK and we delete the data by destroying all of it securely (using state of the art methods). We also do this when you: you opt-out, remove your consent, or when you do not engage with our Spectrum Discount Club for a period of 24 Months.

How we get the personal information and why we have it

All the personal information we process is provided to us directly by you, so we can provision the right service partner that suits your particular circumstances and requirements.

By providing additional Consent (as a legal basis) many of our users also subscribe to our Spectrum Discount Club, which produces good discounts for a wide variety of services and products. For more information on how you can get these discounts please contact us at info@prismmarketinggroup.co.uk

NB: Please note that we provide the data to our data controller service partners, who ultimately control the amount of discount they provide based on your particular circumstances, requirements and requests.

Who we provide your data to

When you complete an enquiry, you consent to us disclosing your personal information to the following parties:

[Amplifon AG]

Company Number - CH-500.3.001.986-3

Your data protection rights

Under data protection law, you have rights including:

Your right of access - You have the right to ask us for copies of your personal information.

Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

Your right to object to processing - You have the right to object to the processing of your personal information in certain circumstances.

Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we will respond within one month.

Opting out and removing consent

If you wish to opt out, please click the opt-out option in our communications or contact us using the information below.

You can remove your consent at any time by contacting us (see below). or using the opt-out button on our communications.

Contact us

If you wish to make a request, or have any concerns or enquiries about your personal information, please contact us first:

By Email – info@prismmarketinggroup.co.uk

By Telephone – 03301 335 001

By Writing to us at – DPO, Prism Marketing Group Ltd, 30 Churchill Place, Canary Wharf, London, E14 5RE

The list below are cookies that help us help you with your enquiry, website and advert platform navigation and to protect our systems against fraud. Please know that most of these are cookies which are present on the advertising platforms you and Prism use and are not under our control.

COOKIE NAME	PURPOSE	Uses Personal Data	Does not use PD
Universal Analytics (Google)	These cookies collect information about how visitors use our website. We use the information to compile reports and to make improvements. The cookies collect information in an anonymous form, including where visitors have come to the website from and the pages they visited. To opt-out: https://tools.google.com/dlpage/gaoptout		✓
Taboola Retargeting	These cookies are used to tailor Taboola adverts to a user's previous viewing habits. For instance, if you have previously visited our page, you may then see other adverts related to that product or service. Taboola is an ad network that shows sponsored content, usually as links below the article on major news sites.		✓
Outbrain Retargeting	These cookies are used to tailor Outbrain adverts to a user's previous viewing habits. For instance, if you have previously visited our page, you may then see other adverts related to that product or service. Outbrain is an ad network that shows sponsored content, usually as links below the article on major news sites.		✓
Yahoo Retargeting	These cookies are used to adjust the targeting of our paid search and display advertising to show ads to users who have previously been to our sites and/or engaged with our page such as completing a form. They contain no personal information.		✓

Revcontent Retargeting	These cookies are used to adjust the targeting of our paid search and display advertising to show ads to users who have previously been to our sites and/or engaged with our page such as completing a form. They contain no personal information.		✓
Adwords Retargeting (Google)	These cookies are used to adjust the targeting of our paid search and display advertising to show ads to users who have previously been to our sites and/or engaged with our page such as completing a form. They contain no personal information.		✓
Taboola Conversion Tracking	These cookies measure ad conversions and optimise spend for advertising campaigns served on Taboola.		✓
Outbrain Conversion Tracking	These cookies measure ad conversions and optimise spend for advertising campaigns served on Outbrain.		✓
Yahoo Conversion Tracking	These cookies measure ad conversions and optimise spend for advertising campaigns served on Yahoo Gemini.		✓
Revcontent Conversion Tracking	These cookies measure ad conversions and optimise spend for advertising campaigns served on Revcontent.		✓
Adwords Conversion Tracking	These cookies measure when a user has completed an action on site such as completing a form. They contain no personal information.		✓
Bing Conversion Tracking	These cookies measure when a user has completed an action on site such as completing a form. They contain no personal information.		✓
Facebook Pixel	These cookies measure ad conversions, optimise and build audiences for advertising campaigns served on Facebook. To opt-out: https://www.facebook.com/policies/cookies/		✓

Twitter Pixel	<p>These cookies measure ad conversions and optimise advertising campaigns served on Twitter. To opt-out: https://help.twitter.com/en/safety-and-security/privacy-controls-for-tailored-ads</p>		✓
TikTok Pixel	<p>These cookies measure ad conversions, optimise and build audiences for advertising campaigns served on TikTok.</p>		✓
Prism Track	<p>Prism Track uses cookies and other technologies to collect data on our users' behaviour (e.g. how much time they spend on which pages, which links they choose to click etc) and their devices (in particular device's IP address, captured and stored only in anonymised form, preferred language settings etc). This enables us to better understand our users' needs and to optimise this service and experience. Prism Track stores this information in a pseudonymised user profile. Prism Track will we ever use this information to identify individual users or to match it with further data on an individual user.</p>	✓	



Please contact us first for any problems you may have at info@prismmarketinggroup.co.uk but you can also complain to the ICO if you are unhappy with our solution.

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>