

Privacy Policy

Call The Market Ltd (“**CTM**”) is committed to protecting and respecting your privacy. This privacy policy outlines how CTM collects and processes your personal information to conduct telemarketing services on behalf of various clients.

What information we collect and how we use it

We collect business card data - your name, job title, company affiliation, business email and business telephone number – and purchase intent.

The data we process is obtained from our clients, data providers and open-source and publicly available data such as LinkedIn. All data is securely stored and processed within the EU.

We use this data to only call individuals in businesses who we believe will be highly interested in the offers we make on behalf of our customers. Your business card information and any purchase intent information that we collect over the phone will, with your permission, be sent to the offer sponsor, who, again with your permission, may contact you by email or by phone.

The purpose of processing your personal information

We process your data to carry out direct B2B marketing services for our clients. The lawful basis we use for this processing is "Legitimate Interest" in accordance with recital 47 of the GDPR. The personal information you provide to us is always voluntary and optional and you may withdraw your consent at any time.

We maintain our own do not call list which is updated in real time on our call centre CRM. We share this do not call list with our clients. In addition we subscribe to the UK's Corporate Telephone Preference Service (CTPS) list of do not call business telephone numbers.

Disclosing your information

Personally identifiable data is never shared with any third party other than the client we are working on behalf of. We never resell or share this data to any other party except if we are legally required by law to disclose your personal information or in the event that we sell some or all of the business to a buyer.

Your right to object

You have the right to object to our processing of your data at any time and for your data to be erased. We need to retain your telephone number to ensure that you are not called again by us or our clients. Please contact us to request this using [EMAIL ADDRESS]. We will require your phone number(s) in order to effect this.

Access to Information

You may ask for the data specific to you in the form of a Data Subject Access Request. We will require you to prove your identity in order to release this information. Please contact us to request access using info@callthemarket.com.

Questions?

If you have any questions concerning privacy policy contact us at info@callthemarket.com