Introduction--

Your Preferences is a trading brand of Pemlix Technology Solutions Pvt. Ltd. Located at 11 C, Raja Basanta Roy Road, Kolkata-700026, West Bengal, India.

Our UK Representative-

Pemlix Limited
Phone: 07466537825
Email: mail@yourpreferences.com
Registered Office Address:71-75 Shelton Street London, Greater London WC2H 9JQ.
ICO Registration Number- ZA781601

Pemlix Technology Solutions run a marketing survey on behalf of some of the leading UK Brands to help them target their services their offers better and find out more about what consumers want from their products and services. We conduct marketing survey via telephone. We are committed to protecting your privacy and maintaining the security of any personal information received from you. We follow strict security procedures in the storage and disclosure of information, which you may have given us, to prevent unauthorised access in accordance with stringent requirements of the General Data Protection Regulation and Data Protection Act 2018.

We are registered with Information Commissioner office registration Number ZA781601.

What Do We Use Your Data For?

The Data that you provide us for the following purpose

Direct Marketing

Our Brands will contact you by electronic mail, SMS or telephone to ask you a question for marketing purposes. We also share your details with our commercial partners such as brands, agencies, public authorities and marketing companies with whom we have NDA and contract in place, who may contact you by telephone and post to market their offers that we consider may benefit you.

- The consumer has opted in to receive automated calls.
- The purpose of these calls is to collect survey responses or provide relevant marketing information.
- They have the right to withdraw consent at any time.

You can ask us to stop sharing your details at any time now or in the future.

By Email: mail@yourpreferences.com

By phone – 07466537825

In Writing – The Compliance Manager/Data Protection Officer, Pemlix Technology Solutions Pvt. Ltd, 71-75 Shelton Street London, Greater London WC2H 9JQ,UNITED KINGDOM

Consent And Legitimate Interest.

Data must be processed by us using one of the legal valid bases defined by the regulation, summarised in the table below.

Consent

It means where you have given consent to a specific organization to contact you a communication channel or channels which you have agreed to for specific grounds which in the context of processing will be for Marketing purpose. When we ask for your consent for a specific organisation, we will do this by giving you the opportunity to answer a question on the phone.

You can withdraw your consent at any time now or in the future.

We will inform you what we will doing with the information and explain your rights to withdraw the consent and how you can do that. We will only use your personal information for the purpose that you have provided the consent for.

Legitimate Interests

As a direct marketing business, we process personal data for commercial benefit, we require an appropriate legal basis to do. Data may be processed in fulfilment of legitimate interest. This includes using your data for telephone, SMS and postal marketing of ourselves or others, but in either case, communication will be in relation to products or services which we trust may be interesting to you based upon information which you have supplied to us.

For all types of processing, we apply various standards to carefully protect your privacy rights. However, as with all your data you can also object to us processing your data. In this way. Your rights are details below.

For all types of processing, we apply various measures to carefully protect your privacy rights. In considering the most appropriate legal basis, Pemlix Technology Solutions Pvt. Ltd conduct Legitimate Interest Assessments. These are detailed evaluation of each type of data processing activity to ensure that we have balanced the need of the processing against the rights of the individual to ensure minimal privacy impact.

Collection and Use of Personal Information

Pemlix Technology Solutions Pvt. Ltd collects personally identifiable information, including your name and contact data that you volunteer such as your phone numbers, mobile number and postal address. We may ask you for your date of birth and during surveys, details about your preference like marital status, type of employment, Household income, presence of children, your likes and dislikes or your hobbies and interest.

We will never collect financials information such as about your bank account or credit card details and nor will collect any sensitive information such as your medical history, religious or political beliefs.

Who May We Share Your Data With?

Pemlix Group of Companies and Brands, Trade style

- Your Preferences
- Household View
- Your Appliance

Our Marketing service Providers includes

- Aura Media Group Limited t/a Your Offers https://www.auramediagroup.co.uk/privacy-policy.html
- Homeshield Direct Limited who's privacy policy can be found at https://homeshielddirect.co.uk/privacy-policy/
- PDV Ltd whose clients include Consumer Lifestyles™ who's privacy policy can be found *at*www.consumerlifestyles.co.uk
- Consumer Choices
- One Life
- 3Dotz Limited
- Gensis Data
- British Gas
- Dogs Trust
- Great Ormond Street Hospital
- Sure Cover Group
- Choose Leads LTD
- Perfect Ingenuity Limited who's privacy policy can be found *at* https://www.perfectingenuity.com/privacy-policy/
- Scottish Power who's privacy policy can be found here at https://www.scottishpower.co.uk/legal/privacy-policy
- Tomato Energy
- Sky UK Limited

Groups of Recipients Within Specific Industry Listed

Automotive, Broadband, Call Centre (For Telemarketing & Survey), Charity, Competition Sites, Debt, Education, Entertainment\Gaming\Leisure, Finance, Investment, FMCG, Freebie Sites, Gambling, Health & Beauty, Home & Lifestyle, Mobility, Home Improvement, Household, IT/Technical, Insurance (Life, Home, Automotive, General, Private Medical, Travel),Legal Services, Lottery, Mail Order, Market Research, Music, Pension, Pharmaceutical, Claims for mis-sold PPI and or Packaged Bank Account Fees, Retail, Home Services, Sport, Telecoms, Toiletries/Cosmetics, Travel, Utilities, Future Planning and Warranties.

Profiling

Profiling enables organisation to better understand who their customers are so they can make their marketing communication more relevant.

Pemlix Technology Solutions Pvt. Ltd may use your information to provide to match with our client's data so that they will better understand the characteristics of their customer common habits and pursuits. Profiling is summarizing consumer data which include lifestyles, preferences, demographics, and buying patterns. It provides additional insight into customers and to assist our customers to identify and acquire a richer apprehension of their target market, enabling relevant and tailored marketing. We do not use profiling or any of the information we hold to make automated decisions about you.

Pemlix Technology Solutions Pvt. Ltd conduct the telephone marketing survey. These call centres are based in the UK and including India.

Pemlix call centres work under systems and Data Protection and IT Security Policies – access to update all personal data is done through our systems.

How Long We Keep Your Data?

We will merely retain your personal information for as long as necessary or as long it require. The Law does not set a time limit on the amount of the time we should hold your personal data. Pemlix Technology Solutions Pvt. Ltd. wishes to retain data as long as it is required for the purpose for which it was collected; for as long as it remains accurate and up-to date and most for as long as you are happy to hear from us we will continue to reach you. As we explain in the section "What are your right". You can remove your consent to us at whatever time.

Individuals Rights

Right to be informed – When we accumulate your data, we must inform you what are we going to make out with it primarily through this privacy policy and consent statement.

Right to access – You own the right to reach us in writing to request details of the data we have about you.

Right to Rectification – You have the right to ask us to rectify the information that we hold about you if it's inaccurate or incorrect.

Right to erasure – This is also known as "the right to be forgotten". This gives you right to request your information to be removed/erasure verbally or in writing. A word of warning though, we maintain a list of the people who have asked not to be touched, we ensure that you get no further marketing from our groups or clients as a termination of this action.

Right to Restrict processing – You have the right to tell us to stop processing your data but allowing us to keep enough information about you to ensure that's your wishes are repeated in the future.

Right to data portable – This gives you right to ask the holder of your information to transfer that information to another business. It enables you to take advantage of applications and services which can use this data to find a better deal.

Right to Object – You have the right to object to the processing of your information for marketing purpose and profiling for marketing uses. You likewise hold the right to ask us cease processing based on our legitimate interest, where there is no overriding justification for the processing of your information. Your rights and freedoms override our interests.

Rights related to automated decision-making including profiling – We don't use automated decision-making process which would cause a potentially damaging effect you.

Right to withdraw consent at any time – You have right to withdraw your consent to the processing of your data at any time and we must provide you with the information to need to execute so, at the time we collect your data and each time we contact you.You can pull away the consent in the following ways.

By phone Or Email

In Writing – The Compliance Manager/Data Protection Officer, Pemlix Limited, 71-75 Shelton Street London, Greater London WC2H 9JQ,UNITED KINGDOM

Right to lodge a complaint – If we cannot deal with your compliant to your satisfaction you have right to complain to a relevant supervisory authority which include;

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a "Subject Access Request". All subject access requests should be made in writing and sent to the email or postal addresses shown below.

We will respond to your subject access request within 28 days. Normally, we aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required. You will be kept fully informed of our progress

Where Your Personal Date Be Kept?

Formerly we have obtained your personal information we will use recognized industry standard processes and protection features to attempt to prevent unauthorised access, misuse, disclosure and breach towards confidentiality, integrity and availability.

Your personal data will be under the control and used by Pemlix Technology Solutions Pvt.Ltd. It will be held on our computer systems and servers located at our head office. When we print your personal data, this will always be in the possession and dominance of our employees and will be securely disposed of when it is deliberated to be of no further use.

Transferring Your Data Outside Of The United Kingdom:

Please note that personal information may be transferred, accessed and stored globally as necessary for the uses and disclosures stated above in accordance with this policy. This will only be done with a contract that has been approved by the United Kingdom with the recipient of your personal information that provides a suitable level of high-quality protection.

How You Can Obtain Data We Hold About You

You have the right to know what information we hold on our system about you at any given time. To obtain details of the information we hold as it relates specifically to you, you may contact Pemlix Technology Solutions Pvt. Ltd at the following destination:

The Compliance Manager/Data Protection Officer,

Phone No: 07466537825

Email: mail@yourpreferences.com

Pemlix UK Address-REGISTERED OFFICE ADDRESS:71-75 Shelton Street London

Greater London WC2H 9JQ UNITED KINGDOM

When contacting us to ascertain the information we hold about you, it would be helpful if you could provide us with details of your full name, address and contact details.

Contact Details of ICO-

The Information Commissioners Office; Wycliffe House, Water Lane, Wilmslow, SK9 5AF,

Call: 0303 123 1113

Online at https://ico.org.uk/concerns/

Policy Change

We reserve the right to add to or amend this privacy policy at our sole discretion. Please review our privacy policy on a regular basis to make sure you have read the latest version and you understand what we do with your personal information. Your continued use of our services or our web sites following the posting of changes to these terms means that you consent to those changes.

This privacy policy was last updated on 9th August 2026.

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