

Privacy Policy

Who Are We?

(insert website domain name) is a trading name of Positive Response Media Limited.

Positive Response Media Limited are a UK consumer Data Processor. This means that we gather information about people from different data sources called Data Contributors. The data includes loan applications, competitions entries, newsletter subscriptions and public databases such as the Edited Electoral Roll, the Land Registry, and the Energy Performance database. We combine this information to create a Single Customer view so we can provide your information to other companies who want to contact you about their products and services. These other companies are called Third Party Controllers and we share your information with them.

Company Registration Information

Positive Response Media Limited registered in England and Wales (registered number 13991287). Our registered office is at The Barn 31 Bridge Street Hitchin SG5 2DF

ICO Registration No: ZB321519

Our Data Collection Practices

Positive Response Media Ltd is a leader in the marketing services industry, so we adopt and implement best practices and diligently seek to follow all laws governing the acquisition, compilation, and distribution of consumer data. These practices include careful screening of data sources, ongoing internal audits, and appropriate consumer notice and choice.

Consent and Legitimate Interests

Your data must be processed by us using one of the valid legal bases set out in the regulations. The one we utilise is.

Consent

This is where you consent for contact by a specific organisation by communication channels agreed by you, for specific reasons, which in the context of our processing will be for marketing purposes. When we ask for your consent for a specific organisation, we will do so by giving you the opportunity to review our privacy policy before clicking submit.

You can of course withdraw your consent at any time, and we will describe later in this policy.

All Lawful Bases for Processing

The lawful bases for processing are set out in Article 6 of the GDPR. At least one of these must apply whenever you process personal data:

- (a) Consent: the individual has given clear consent for you to process their personal data for a specific purpose.
- (b) Contract: the processing is necessary for a contract you have with the individual, or because they have asked you to take specific steps before entering into a contract.
- (c) Legal obligation: the processing is necessary for you to comply with the law (not including contractual obligations).
- (d) Vital interests: the processing is necessary to protect someone's life.
- (e) Public task: the processing is necessary for you to perform a task in the public interest or for your official functions, and the task or function has a clear basis in law.
- (f) Legitimate interests: the processing is necessary for your legitimate interests or the legitimate interests of a third party, unless there is a good reason to protect the individual's personal data which overrides those legitimate interests. (This cannot apply if you are a public authority processing data to perform your official tasks.)

Why do we process your information?

We process your information to share with Will Writing Providers to create more value for money, get better results and create benefits for you and your family.

Data Retention and How We Retain Data

In accordance with the GDPR, personal data shall be kept for no longer than is necessary for the purposes for which it is being processed.

Instinctive Communications Limited systems store personal data therefore all reasonable precautions shall be taken to ensure that appropriate confidentiality and control procedures are in place. We take the security of your data and the accessibility to our systems very seriously, with an emphasis on physical security, network, and application security.

Why do we share your information with Third Party Controllers?

We only share your information if you have given explicit consent. This means that you have made a positive action to opt-in and agree to contact from one of our Will Writing providers.

How do we process your information?

Your information is shared with one of our home improvement providers to contact you regarding the quote requested on the channels provided as set out on the partners section of the form

What "Your Rights" are

Your Individual Rights in respect of personal data that we hold as a controller are:

A: Right to access – You have the right to request details of the personal data we have about you.

C: Right to Rectification – You have the right to ask us to rectify the information held on you if it is inaccurate or incorrect.

D: Right to erasure – This is also known as “the right to be forgotten”. This gives you the right, in certain circumstances, to request your information to be removed/erased.

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

F: Right to portable data – This gives you the right, in certain circumstances, to ask for your information to be transferred to another business.

G: Right to Object – You can object to us processing your personal data on grounds relating to your particular situation, but only as far as our legal basis for the processing is that it is necessary for: the performance of a task carried out in the public interest, or in the exercise of any official authority vested in us; or the purposes of our legitimate interests or those of a third party. If you make an objection, we will stop processing your personal information unless we are able to: demonstrate compelling legitimate grounds for the processing, and that these legitimate grounds override your interests, rights, and freedoms; or the processing is in relation to a legal claim.

H: Rights related to automated decision-making including profiling – To the extent that the legal basis we are relying on for processing your personal data is consent, and where the processing is automated, you are entitled to receive your personal data from us in a structured, commonly used and machine-readable format. However, you may not have this right if it would adversely affect the rights and freedoms of others.

I: Right to withdraw consent at any time – You have the right to withdraw your consent to us sending marketing communications to you at any time.

J: Right to lodge a complaint – If we cannot deal with your complaint to your satisfaction, you have the right to complain to a relevant supervisory authority.

The Information Commissioners Office – <https://ico.org.uk/concerns/>

How do you withdraw your consent for marketing?

Withdrawing consent is simple. You can email info@positiveresponsemedia.co.uk with your request to withdraw your consent. Please include your First Name, Surname, [Mobile, Landline or Email] and Postcode so we can identify you and remove your information from the database.

It can take up to 28 days to remove your information from all Third-Party Controllers.

If you continue to receive marketing message after 28 days after your request to withdraw your consent, please contact us directly.

Please be aware that a Subject Access Request can only be accepted in writing and we cannot give out personal information over the telephone without first taking the required steps to satisfy our obligations to GDPR, the ICO and the Data Protection Act.

You may withdraw your consent at any time.

More useful information to manage your marketing preferences below:

Postal Marketing – You can opt out of postal marketing by registering with the Mail Preference Service (MPS) This is an industry wide service that is administered by the Direct Marketing Association and recognised by the Information Commissioner.

Telephone Marketing – You can opt out of all telemarketing activity by registering their details with the Telephone Preference Service (TPS) The TPS is similar to the MPS but is administered by the Information Commissioner.

Email Marketing – Unlike Postal or Telephone channels, there is no industry-wide service to opt out of email marketing. Therefore, consumers should always review privacy policies and marketing opt-in check boxes when registering for services or purchasing products online. Where unwanted email marketing is received, consumers should unsubscribe or use spam filters to prevent future communications.

Online Advertising – Marketing data is widely used to inform the advertising that is displayed when browsing online. Whilst digital marketers generally do not know the identity of the individual viewing a page, they are able to understand their likely characteristics based on their browsing behaviour or location in order to display a more relevant advert.

Cookies– are small files used by websites to recognise returning visitors and tailor content or advertising more effectively. Declining cookies when visiting websites will prevent those sites from displaying targeted advertising, whilst all modern browsers have a setting to clear cookies, which will delete all cookie data stored from previous website visits.

Mobile devices

cookies used for advertising do not generally work on mobile devices, however, advertisers can still recognise returning visitors both when browsing online and when using apps through the use of an 'Advertising ID'. The Advertising ID is created by the mobile device, but can be reset at any time, thereby deleting all data held against it.

What information do we Collect?

Name Title

FirstName

Surname

Address

Telephone Number

Email Address

Who do we share your information with?

Your data may also be shared with future companies promoting the Products and Services relevant to this website.

How can you access the information we hold about you?

You must make a Subject Access Request (SAR) to access information that we hold about you.

For us to process your request it is our responsibility to identify you and be satisfied that you are the individual whom the data relates to. You cannot make a SAR on behalf of someone else unless you have the required written authority or demonstrable Power of Attorney.

The simplest way to make a SAR is to email us at info@positiveresponsemedia.co.uk or alternatively you can write to us at Data Protection Officer, Positive Response Media Limited The Barn 31 Bridge Street Hitchin SG5 2DF .

With any SAR you must include the following information:

First Name

Last Name

Full Address

The channel from which you have received marketing communication e.g., Telephone Number, Email Address or Postal Address

A copy of a recent Utility bill (or similar) that verifies your address.

When we have received the information outlined above we will contact you to process your SAR.

For more information and advice on what you are entitled to then please carefully read the information from the UK Supervisory Authority here ico.org.uk/for-the-public/personal-information

Our security measures.

We are aware of the importance of safeguarding the information under our control and endeavour to take all reasonable steps to protect it. All data collected through from our data contributors is stored on secure servers, and we have stringent security and confidentiality procedures covering the storage and disclosure of such information in accordance with the Data Protection Act 1998. Any data shared is submitted only via secure https sharing platform utilising single user authentication. This platform has full track and trace ability to log when, where and by whom the data was accessed by.

However, providing information and transacting over the internet has inherent security risks, and we cannot be held responsible for any breach of security which is outside our reasonable control or not due to our negligence or wilful default.

Changes to our Privacy Policy

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.

Communicating with you

We may contact you directly or through a third-party service provider regarding products or services you have signed up or purchased from us, such as necessary to deliver transactional or service-related communications. We may also contact you with offers for additional services we think you'll find valuable if you give us consent, or where allowed based upon legitimate interests. You don't need to provide consent as a condition to purchase our goods or services. These contacts may include:

Email

Text (SMS) messages

Telephone calls

Automated phone calls or text messages

If you would like to request that your details are removed from our database, please contact us at info@positiveresponsemedia.co.uk. We may use the information you provide through <https://lookaftermyutilities.com/> to send you marketing communications about other products and services offered under our trading names, including Motorly, My Local Will Writer, UK Will Writer, Forever Protect, and Professor Money. You can opt out of these communications at any time. To contact you, from time to time with details of our other products as well as third-party products, listed here. We will only contact you by telephone, email and/or SMS with your consent or in accordance with 'Promotional offers from iTalk'.

Energy Switching

Broadband offers

italk – view their [Privacy Policy](#)

Last Updated: August 19th, 2025

How to contact us

If you have any comments or queries about this privacy policy, please email us info@positiveresponsemedia.co.uk