

Privacy Policy

Raptor Marketing Limited | RAMP Platform

At Raptor Marketing Limited (“Raptor”) we respect your privacy and are committed to protecting your personal information. This policy explains how we collect information, what we do with it, and what controls you have over your personal information when using our website raptor-london.co.uk, our RAMP platform, and when working with us.

We may change this document from time to time to reflect the latest view of what we do with your information. Please check back frequently; you will be able to see if changes have been made by the date it was last updated at the end of the document.

Your Privacy

We take our duty to process your personal information very seriously. Refer to the sections below for more details on how and why we use your personal information.

The RAMP Platform

RAMP is Raptor’s proprietary platform used by our staff, clients, and agency partners to access social listening insights, campaign analytics, and influencer data. Access to RAMP is by invitation only and requires account registration.

Who uses RAMP?

The following individuals may be granted access to RAMP:

- Internal Raptor staff
- Brand clients
- Agency partners
- Influencers and creators (where applicable)

Information collected when you register for RAMP

When you register for a RAMP account, we collect:

- Your name and professional contact details
- Your company or agency name and role
- Login credentials (securely stored)
- Details of your access level and permissions within the platform

This information is used solely to manage your account, provide access to relevant features, and ensure the appropriate level of data is shared with you based on your role.

Social Listening Data & Captiv8

RAMP integrates with Captiv8, a third-party social listening and influencer marketing platform. Captiv8 collects and processes the following categories of data, which are then made available within RAMP:

- Social media posts and engagement metrics (e.g. likes, shares, comments, reach)
- Audience demographic data (e.g. age ranges, location, interests)
- Influencer and creator data (e.g. profile information, content performance, audience composition)
- Brand mentions and sentiment analysis

Consent and Captiv8's role

Captiv8 acts as an independent data controller for the data it collects. Individuals whose data is collected via Captiv8 (including influencers and creators) are required to provide their consent directly to Captiv8 at the point of registration or connection with the platform. Captiv8's own privacy policy governs the collection and processing of that data.

Raptor receives social listening data from Captiv8 under a data sharing arrangement and processes it for the purpose of delivering market research insights and campaign analytics to our clients and agency partners.

If you are an influencer or creator and have questions about the data Captiv8 holds about you, please refer to Captiv8's privacy policy directly.

How we share social listening data within RAMP

Social listening data pulled into RAMP is shared with:

- Raptor staff, for the purpose of preparing and managing research and campaign outputs
- Brand clients, to provide campaign performance insights relevant to their brand
- Agency partners, where they are working on behalf of a brand client

We take care to ensure that only data relevant to a specific client's campaign or brief is made visible to that client or their agency. We do not share one client's data with another.

Website Usage

When you are browsing our website we have some essential cookies in use. This makes the website work and ensures its security. You can disable these cookies, but it will significantly affect the way the website works for you.

When You Take Part in a Campaign or Participate in Research

When you take part in a campaign or participate in research, we will gather contact details and basic information from you to ensure you can proceed with the research. We will also ask you for payment details so we can pay you for taking part. At the beginning of each research project, you will be provided with details about how your information will be collected, stored, and shared. The information collected as part of the research project is anonymised wherever possible.

If you have any questions, you can contact us via email at hello@raptor-london.co.uk.

When You Become a Client

When you become a client, we will need certain information to be able to work with you effectively. This will include contact and billing information as well as business information to understand your market research needs. Raptor will also keep you up to date with developments in market research and invite you to events which may be of interest. You can unsubscribe from these at any time if you do not wish to receive them.

When You Subscribe to Our Newsletter

When subscribing to our newsletter, we ask for your name and email address. This allows us to personalise our communications with you. You will remain on the mailing list until you withdraw your consent by unsubscribing. You can unsubscribe at any time, either by using the unsubscribe option in any of our newsletters or by emailing hello@raptor-london.co.uk.

We gather statistics around email opening and clicks using industry standard technologies including clear gifs to help us monitor and improve our e-newsletter.

When You Contact Us via Email

When you make an enquiry via email, the information in the email will only be used to respond to your request or question. We aim to respond to email queries as promptly as possible, but it can take the team up to 48 hours to respond, especially at busy times.

When You Enter a Prize Draw

Occasionally, we may run a prize draw for our subscribers. We will be clear at the time about the terms and conditions of the draw and will not publicly disclose the name of the winner unless we have their consent to do so.

The Information We Need

Raptor is the 'data controller' of the personal information you provide to us. Your relationship with us determines how much information we collect from you. We will only ever collect the information needed to work with you.

We will be clear with you about the reason for collecting information and how we intend to use, share, and store that information at the point we collect it.

Collecting Your Personal Information

We collect personal information about you through a variety of different methods including when you:

- Sign up to our mailing list
- Ask for more information
- Send us correspondence via email
- Become a client
- Register for or use the RAMP platform
- Participate in a market research project
- Connect your social media accounts or creator profile via Captiv8
- Give us feedback

Children and Young People Under 16 Years of Age

The Raptor website and RAMP platform are not intended for anyone under 16. If you are under 16, please ensure you obtain your parent or guardian's consent before sending any personal information to us.

Where Is Your Information Stored?

Wherever possible, all the personal information we process is processed within the UK or European Economic Area (EEA). Some of our third-party service providers, including Captiv8, may be based outside the UK or EEA, so their processing of your personal information may involve a transfer outside the UK or EEA.

Whenever we transfer your personal information outside of the UK or EEA, we ensure a similar degree of protection by implementing at least one of the following safeguards:

- We will only transfer your personal information to countries deemed to provide an adequate level of protection by the European Commission; or
- Where we use certain service providers, we may use specific contracts, codes of conduct, or certification mechanisms approved by the European Commission or Information Commissioner's Office which give personal information the same level of protection.

Sharing Your Information

Other than in the following circumstances, we do not share your information with any other organisations or individuals unless we are obliged to by law, for purposes of national security, taxation, or criminal investigations:

- If you have agreed that we may do so.
- Within the RAMP platform, where social listening data is shared with the relevant brand client or agency partner as described in this policy.
- If we sell the business – the new owner may obtain subscriber, past client, and participant information. This information would only be used for the same purposes for which it was originally obtained.
- If we run an event in partnership with other named organisations, your details may need to be shared. We will be very clear about what will happen to your personal information when you register.

We will never sell or rent your personal information to other organisations.

Retaining Your Information

We hold your information only as long as necessary for each purpose for which we use it. For example, your email address on our subscriber list will be held for as long as you are a subscriber. If you become a client, we will retain financial information for up to seven years for accounting purposes. RAMP platform account data will be retained for as long as your account remains active, or as required to fulfil our contractual and legal obligations.

During the retention period, we ensure the security and integrity of the information.

Securing Your Information

Raptor has put in place security measures to prevent your personal information from being accidentally lost, used, altered, disclosed, or accessed without authorisation. Access to the RAMP platform is controlled through secure login credentials and role-based permissions. We ensure that only those employees and partners who need access to your personal information as part of their business role are given access. They will only process your personal data on our instructions, and our contracts ensure that the information is kept confidential.

We have procedures in place to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are required to do so.

What Are Your Rights?

You have a number of rights about how your personal information can be used. These are:

- Transparency over how we use your personal information (right to be informed).
- The ability to request a copy of the information we hold about you, which will be provided within one month (right of access).
- Update or amend the information we hold about you if it is wrong (right of rectification).
- Ask us to stop using your information (right to restrict processing).
- Ask us to remove your personal information from our records (right to be forgotten).
- Object to the processing of your information for marketing purposes (right to object).

- Obtain and reuse your personal information for your own purposes (right to data portability).
- Not be subject to a decision based solely on automated processing (automated decision making and profiling).

If you wish to exercise any of your rights, please email us at hello@raptor-london.co.uk. For more information about your rights under data protection law, please visit the Information Commissioner's Office website at ico.org.uk.

If you wish to complain about the way we have handled your personal information, please contact us in the first instance. If you are not satisfied with our response, you may complain to the Information Commissioner's Office.

How to Contact Us

If you wish to talk through anything in our privacy policy, find out more about your rights, or obtain a copy of the information we hold about you, please contact us by emailing hello@raptor-london.co.uk and we will be happy to help.

About Us

Raptor is registered with the Information Commissioner's Office as a Data Controller. Our registration number is ZA781771.

Raptor Marketing Limited is a company registered in England and Wales. Registered company number: 09770190. Registered office: Zetland House, Unit 1D, 5–25 Scrutton Street, Shoreditch, London EC2A 4HJ.

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