Privacy Policy

Audience Acquisitions Squared Limited, including Magazine Trials

Last updated: 24 September 2026

1. Who we are

Magazine Trials is part of Audience Acquisitions Squared Limited ("AA2"). If you agreed in a survey to hear from Magazine Trials, or we have called you about a magazine trial, this policy is for you. It explains where we got your details, why we called, what we do with your information and how to stop us contacting you.

Magazine Trials is the brand you see in our surveys and hear on our calls, and the name you opted in to. Magazine Trials Ltd is part of AA2. **Audience Acquisitions Squared Limited is the main company and is responsible for your personal data**, known in data protection law as the **data controller**. AA2 is registered with the Information Commissioner's Office (ICO).

AA2 also offers other products and services, under its own name and under other brands. Section 6 explains these, and this policy covers them too.

Data controller	Audience Acquisitions Squared Limited
Company number	15642064
ICO registration	ZB746814
Registered office	10 Orange Street, London, WC2H 7DQ
Brand you opted in to	Magazine Trials (Magazine Trials Ltd, company number 08688451, part of AA2)
Phone	0203 740 0717
Email	kyle@perspective.uk.com

In this policy, "we", "us" and "our" mean Audience Acquisitions Squared Limited, including when we trade as Magazine Trials. "You" means the person whose details we hold.

2. At a glance

How it works: you complete a lifestyle survey → you opt in to hear from Magazine Trials → the survey company passes your details to AA2 → we call you about a magazine trial → if you say yes, your order goes to the publisher; if you say no, nothing is posted or sent to you; if you ask us not to call you, you're added to our do-not-call list.

- **Where we got your details:** from a lifestyle survey you completed online or by phone with our data partner, DLG. In it, you agreed to be contacted by Magazine Trials.
- **Why we called:** to offer you a magazine trial or subscription.
- **What we hold:** your name, address, phone number, email, your survey answers about interests, and a record of your opt-in.
- **If you take a trial:** we pass your order and Direct Debit details to the magazine publisher, who sets up and runs your subscription. We never take card payments.
- **We don't sell your data.** The only company we pass your details to is the magazine publisher, and only when you order a trial.

- **To stop calls:** tell us on the call, phone 0203 740 0717 or email kyle@perspective.uk.com. We'll stop straight away.

3. How we got your details, and why we called you

We didn't find your number at random. You gave your details in a lifestyle survey and agreed there to hear from Magazine Trials.

1. **You completed a lifestyle survey.** Our data partner, DLG, runs lifestyle surveys online and by phone. They ask about your interests and hobbies, the kind of things you like to read, and household information.
2. **You agreed to hear from Magazine Trials.** Every survey includes an opt-in that names Magazine Trials or Audience Acquisitions Squared Limited. In the online survey you were asked: *"Would you like to claim your free TOP selling magazine and we will send it to you free of charge?"* If you chose "Yes please", you entered or confirmed your phone number "to receive a call about getting a free magazine issue". You also agreed to your details being passed to Magazine Trials for marketing purposes. Telephone surveys use similar wording, read out by the interviewer, and you gave a clear yes.
3. **Our data partner passed your details to us.** Because you opted in to hear from Magazine Trials, DLG passed your details to Magazine Trials, which is part of Audience Acquisitions Squared Limited. AA2 is the company responsible for your data, and we call you as Magazine Trials, the name you opted in to. We usually receive your details within 24 working hours of your opt-in. We receive your name, contact details, the survey answers relevant to magazines, and a record of when and how you opted in.
4. **We checked your details before calling.** We remove anyone who has told us not to call. If you opted in to hear from us, we may call you even if your number is registered with the Telephone Preference Service (TPS), because you've told us you're happy to be contacted. For all other data more than 28 days old, we check numbers against the TPS and repeat the check every 28 days.
5. **We called you.** On the call we say who we are, that we're calling from Magazine Trials, part of Audience Acquisitions Squared Limited, and where we got your details. If you say no, nothing is posted or sent to you. If you ask us not to call you again, we add you to our do-not-call list.

Calls are recorded. We record calls to check the offer was explained clearly, to train staff, to show that you agreed to any order, and to deal with complaints. We keep recordings only for as long as reasonably needed for these purposes, then delete them.

We don't knowingly contact anyone under 18. If we find we have, we delete their details.

4. What we collect, what we use it for, and our legal reasons

What we hold about you

- **Contact details:** name, postal address, phone number(s), email address
- **Survey information:** interests and preferences relevant to magazines, and basic household details you gave in the survey
- **Opt-in record:** the survey you completed, the date and time, the wording you agreed to and the data partner who collected it
- **Call information:** when we called, the outcome, your preferences and any request to stop contact, and call recordings
- **Order details, only if you take a trial:** the magazine chosen, start date, delivery address and the bank details needed to set up a Direct Debit (account holder name, sort code, account number)

We don't take or store payment card details. We don't collect health information or any other sensitive (special category) data.

Why we use it and our lawful basis

Data protection law says we must have a legal reason, called a lawful basis, for each use of your information.

What we do	Lawful basis
Call you about magazine trials and subscriptions	**Consent** you gave in the survey. Where we can't rely on that consent, **legitimate interests** (explained below)
Take your order and pass it to the publisher	**Contract**: needed to set up the trial you asked for
Record calls	**Legitimate interests**: showing what was agreed, quality and training, handling complaints
Keep a do-not-call list	**Legal obligation** and **legitimate interests**: so we never call you again once you've said no
Check we're allowed to call (TPS and suppression checks)	**Legal obligation** under the Privacy and Electronic Communications Regulations (PECR)
Keep records of opt-ins, calls and orders	**Legal obligation** and **legitimate interests**: showing we followed the rules, answering questions from you, the publisher or the ICO

Consent. When you opted in to hear from Magazine Trials, you agreed to be contacted by us. You can withdraw that consent at any time, and we'll stop calling you.

Legitimate interests. Sometimes we rely on legitimate interests instead of consent. For example, a consent may have become too old to rely on. Our interest is offering magazine trials to people who have shown an interest in them. We only do this where:

- you'd reasonably expect to hear from us, because you took part in a lifestyle survey and gave your details for this kind of offer
- your number is not registered with the TPS, unless you've specifically agreed to calls from Magazine Trials
- you haven't told us or our data partner that you don't want to be contacted

We've assessed this and are satisfied it doesn't override your rights. You can object at any time and we will stop.

5. Who we share your details with

We only share your information where it's needed to provide what you asked for, or to run our business safely.

Who	Why	Their role
The magazine publisher, only if you take a trial	To fulfil your trial or subscription. We send only the order details from your sale, through the publisher's own secure file transfer (SFTP) site, using access details the publisher gives us.	Separate controller. Their privacy policy covers your subscription, Direct Debit and deliveries.
Our service providers	Telephone dialling, call	Processors: they act only on our

Who	Why	Their role
	recording, data storage and IT support	instructions, under contract, and can't use your data for anything else
Regulators and law enforcement	Where the law requires it, for example the ICO	As required by law

Once your order reaches the publisher, they are responsible for your subscription. Questions about your magazine, payments, delivery or cancelling a subscription should go to them. We'll help you reach them if you're unsure.

We don't sell your data. Apart from sending your order to the publisher, we don't pass your details to any other company for its own use.

6. Other products we offer, and our other brands

AA2 also sells other products and services by phone. We do this under our own name, AA2, and under other brands. They are all part of Audience Acquisitions Squared Limited, and this policy covers every one of them.

If you took part in one of our surveys, or we called you under one of these brands:

- **What we ask.** We ask questions to find out your interests and which products or services you might want to hear about.
- **Why we can call you.** We rely on the opt-in you gave, which names us or our brand. Where appropriate we rely on legitimate interests instead, but only where you'd reasonably expect the call and your number isn't registered with the TPS.
- **If you say yes to something.** We pass the details needed to provide it to the company that supplies that product or service, so they can fulfil it. That company then becomes a separate controller and its privacy policy applies. We'll tell you who they are on the call.
- **We don't sell your data.** We only pass your details on to fulfil something you've agreed to, never for another company's marketing.
- **Your choice.** At the end of each survey or call you can ask questions or opt out of further contact.

Whichever brand contacts you, we'll tell you that it's part of Audience Acquisitions Squared Limited and where your details came from. You can opt out in the same ways as in section 7.

Sectors we work in: automotive; business services; charity; consumer goods; education; energy switching; financial products; gaming; health and mobility; home improvements; housing disputes and disrepair; insurance; leisure; lifestyle; mail order; market research; media; medical; mis-sold policies; personal injury; retail; sports equipment; telecommunications; travel; utilities; wills.

7. Stopping calls

You can stop us calling you at any time, free of charge. Any of these works:

- tell the person on the call
- phone 0203 740 0717
- email kyle@perspective.uk.com
- write to us at 10 Orange Street, London, WC2H 7DQ

We'll add you to our do-not-call list straight away. We keep your phone number and name on that list so we never call you again. You can also register free with the Telephone Preference Service at www.tpsonline.org.uk or on 0345 070 0707.

8. How long we keep your information

Information	How long
Survey and contact details, if you don't take a trial	For a reasonable time, only as long as needed for the purposes in this policy, then deleted
Opt-in records	For as long as our data partner, DLG, holds records of your opt-in. We also keep our own call recordings and system logs, so we can show we had permission
Call recordings	For a reasonable time, only as long as needed to check what was agreed, train staff and handle complaints
Order records, if you take a trial	Up to 7 years, for legal, accounting and audit purposes
Do-not-call list	For as long as we're calling people, so we can keep honouring your request

When we no longer need information, we delete it securely or make it anonymous.

9. Keeping your information safe

Your information is stored in the UK, held securely on our own systems, protected by two-factor authentication, IP restrictions and limited access. Only staff who need your information to do their job can see it. We also use encrypted file transfers, staff training and our IT Security Policy.

10. Complaints

If you're unhappy with how we've used your information, please tell us first and we'll try to put it right. You can also complain to the Information Commissioner's Office (ICO):

- website: ico.org.uk/make-a-complaint
- phone: 0303 123 1113

11. If you visit our website

When you visit our website, aa2.ai, we collect technical information such as your IP address, device, browser and pages visited. We use this to keep the site working and to understand how it's used. Non-essential cookies, such as Google Analytics, are only set if you accept them. You can change your choice at any time in your browser settings.

12. Changes to this policy

We'll update this policy if what we do changes. The date at the top shows when it was last updated.

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