

YOUR PRIVACY MATTERS

The Purpose

This Privacy Policy applies to any personal data collected through market research.

Who Are We?

Feedback Market Research Ltd carries out market research on behalf of our clients.

We are registered with the ICO (Information Commissioners Office) for the purpose of processing personal data. Their website www.ico.org.uk/for-the-public/ has information for consumers. Our company registration number is Z8759471

We process your personal data for our legitimate business interest in conducting market research studies and in accordance with Data Protection laws. We have suitable physical, electronic and managerial procedures in place to safeguard your data.

What information do we collect from you?

Market Research gives consumers like yourself the opportunity to provide your opinions and feedback about services, products or concepts covering many different topics. The insights that are generated are vital in the manufacturing, service or marketing process and can shape the way you see a product designed, advertised or the customer service you receive. It's our job as Market Researchers to be curious about people's opinions and ask questions. Alongside collecting your opinions/ feedback we also sometimes ask for you to give us some personal information to help with the analysis or other areas of the research, this is explained below.

Our Research Requests & Invitations

Individuals will have been invited to take part in our research because:

- They have been recruited by an interviewer or recruiter representing Feedback Market Research Ltd and have freely given their permission to participate in the survey
- They have signed up to a third party research panel provider and given their consent to be contacted for the purposes of market research
- They have given their permission as a customer of one of our clients, for their details to be provided for market research purposes

We never knowingly invite children under the age of 16 to participate in research studies without taking measures to ensure appropriate consent from a parent or guardian.

How do we use this information and what is the legal basis for our processing?

Feedback Market Research Ltd processes your personal data for our market research projects.

The legal basis for any initial contact with you is based upon a legitimate interest, whereby we are contacting you on behalf of our client who has a legitimate business for processing the data. After which participant consent and agreement to take part in market research studies or any further recontact forms the legal basis for us processing the data.

To ensure we gain your explicit consent, we will always ensure that you are fully informed regarding the research project with clear information so that you can openly decide whether you wish to take part or not. Equally you have the right to withdraw your consent at any point.

We are not trying to sell anything. The answers you give us are completely confidential and are used for market research purposes only and never for direct marketing purposes.

We don't pass on your individual information to third parties. However, should any personal data be shared with any third parties such as regulators, law enforcement or others who have a legitimate legal request you would be notified at the onset before this is passed on.

We commit, in obtaining individuals' agreement to take part, not to mislead them about the nature of the research or how the findings will be used.

It is not our aim to sell or promote anything. Any information provided to us as a result of participation will only be used for the purposes of market research and to assist our clients in the development and improvement of their products and services.

Individuals are generally contacted for one of the following reasons:

- An invitation to participate in research
- To confirm details of research they have agreed to take part in
- To remind them of research activities that require completion for studies in which they are actively involved
- To conduct research
- For quality purposes, to validate answers/views given in recent research we have conducted (if consent has been given)
- To update and ensure that our record of personal information is correct (applicable to those consenting to being part of an ongoing community or panel)
- For provision of an incentive for taking part in research or notification of a prize draw that we are administering

Individuals' responses to our surveys will be treated as confidential unless they consent to being identified. The personal information we collect is generally combined with the responses of others who have participated in the research and is reported in a way which is anonymised.

In some instances, we may ask permission to pass on an individual's data in a way where they would be personally identified but, in these circumstances, we will ensure that the information is only used for the stated purposes.

Sensitive Data Collection and Processing

On some projects you may be asked to share some sensitive personal information. Again you would be thoroughly informed about the market research project and how the data you are supplying will be used so you can make your decision whether you wish to consent to take part. Sensitive information may include: racial or ethnic origin, political opinions, religious or philosophical beliefs, the processing of genetic data, biometric data for the purpose of uniquely identifying a natural person, an individual's health, or a natural person's sex life or sexual orientation

We have suitable physical, electronic and managerial procedures in place to safeguard all your data.

Who Do We Share This Information With?

We never use or share the personally identifiable information provided to us in any way without also providing you an opportunity to opt-out or otherwise prohibit such uses.

How Long Do We Keep Your Data?

Any personal information we hold is kept for as long as is necessary for us to fulfil our obligation to provide market research services to our clients, and for no longer than 12 months from project commencement unless specifically stated at the time of taking part.

What Are Your Rights?

As a consumer/member of the public you have individual rights (with any company) to access any data they may hold about you.

The 8 GDPR (General Data Protection Regulation) key rights are:

- 1) The right to be informed - this privacy policy explains your rights
- 2) The right of access - you may request information on any data we hold on you and any supplementary information. You can request details of any personal data we have about you by submitting a subject access request to info@feedbackmarketresearch.co.uk
- 3) The right to rectification – if any personal data held or stored is incorrect or incomplete you have the right to ask us to amend/change/adapt.
- 4) The right to erasure – you have the right to request that your data be deleted if the processing of such data has no legal basis or if the legal basis no longer applies.
- 5) The right to restrict processing - at any point you have the right to ask for us to stop contacting you and processing your data further
- 6) The right to data portability – have the right to request for any personal data provided to be made available to yourself in an easily reasonable format.
- 7) The right to object (including marketing) – you have the right to object to take part in any research project you have been approached about.
- 8) Right in relation to automated decision making and profiling – you have a right to know if decisions are being made about you, or you are being evaluated using automated means or profiling information.

How Can You Contact Us

Should you have any questions or concerns about this policy, please email us at:

info@feedbackmarketresearch.co.uk

If you have a complaint please direct it to Philip Copley at the above address.

Our Commitment to Data Security

To prevent unauthorised access, maintain data accuracy, and ensure the correct use of information, we have put in place appropriate physical, electronic and managerial procedures to safeguard and secure the information we collect online. All our computers are password protected and files are encrypted.