

Respondent Privacy Policy Statement

V2 – November 2019

Prepared by Andy Scott

Your privacy is important to us. We take great care in protecting your privacy and the information you provide whilst participating in our surveys.

We are committed to meeting the requirements of the following laws and codes:

- The EU General Data Protection Regulation (GDPR)
- Data Protection Act 1998 and the new Data Protection Act which will enact GDPR requirements
- Market Research Society's (MRS) Code of Conduct

It is not our aim to sell or promote anything. We conduct market research surveys on behalf of our clients and your responses will be treated as confidential unless you consent to being identified.

Our Research Invitations & Requests

We will not mislead you about the nature of the research or how the data will be used. If you are invited to take part in research, it will be because:

- You were selected due to holding a product with, following a recent purchase from, or visit to, one of our clients
- You have given permission for a company to supply your details to a third party for research purposes
- You have taken part in previous research and given your permission to be contacted in the future for research purposes
- You are a member of a market research panel and have agreed to take part in surveys in return for certain rewards.

If you have been contacted by Brio Research and Consulting and you do not believe you have given your permission or just wish for your name to be removed from the database, let us know and we will remove you from the contact list for that particular research project and inform the relevant organisation who supplied your details.

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

Information We Collect

We will collect your information when you conduct research with us.

The information we collect can contain your personal opinions as well as personal information such as name, address, postcode, gender, occupation, age, date of birth, email address, telephone number etc. We may occasionally collect sensitive personal information such as political views. You

are not required to give any of the information asked for, though if you do not complete the whole survey you may not be eligible for any offered incentive or entry into a prize draw.

Where relevant to the research being undertaken, we may collect business contact information, such as company name, job title, and department.

In addition, we will record your IP address, which type of browser you are using, your screen size and other basic metrics.

We do not do any invisible processing of data from your computer. We will only collect and use personal information in accordance with this policy to the extent deemed reasonably necessary to serve our legitimate business purposes, and we will maintain appropriate safeguards to ensure the security, integrity, accuracy and privacy of the information you have provided.

Brio Research and Consulting makes reasonable efforts to keep personal information in its possession or control, which is used on an ongoing basis, accurate, complete, current and relevant, based on the most recent information available to us. We rely on you to help us keep your personal information accurate, complete and current by answering our questions honestly.

Information collected will be kept on our servers for no longer than five years from project completion. All projects are archived onto removable media e.g. DVD and stored indefinitely for record keeping purposes.

How We Use Your Information

The personal information we collect is combined with the responses/views/opinions of others who participated in the same research and reported back anonymously and in aggregate to the client that commissioned the study.

If you are a member of a survey panel we never receive your personal information and your data is held anonymously by us. Your personal information is held only by your panel company. They will have their own privacy policy and will inform you about how your personal information is controlled and processed.

All your survey responses are treated as confidential. We will never intentionally disclose your personal information or individual survey responses to the client that commissioned the study or any third parties unless:

1. You request or consent to sharing your identifying information and individual responses
2. In the rare but possible circumstance that the information is subject to disclosure pursuant to judicial or other government subpoenas, warrants, orders or for similar legal or regulatory requirements.

Who We Share the Information With

We will not sell your personal information to third parties. From time to time we may employ other companies and individuals to perform functions on our behalf. They will have access to the personal

information needed to perform their functions, but will not use it for other purposes. They must also process the personal information as set out in this Privacy Policy and as permitted by the UK's Data Protection Act/laws.

By conducting our research you consent to us transferring your personally identifiable data to other companies within the EEA only for the purposes mentioned above. We shall endeavour to ensure that your personal information is kept confidential and secure.

Processing of prizes/incentives from the result may result in your contact details being passed onto a third party i.e. Amazon, M&S, John Lewis etc. This would purely be in order for the prize/incentive to be sent out to you electronically and would not result in any marketing or follow up.

Security

Brio Research and Consulting maintains appropriate technical, administrative and physical safeguards to protect information, including, without limitation, personally identifiable information, received or collected by us. We review, monitor and evaluate our privacy practices and protection systems on a regular basis. Only certain employees have access to the personal information you provide us and are only granted access for data analysis and quality control purposes. Brio Research and Consulting is not responsible for any errors by individuals in submitting personally identifiable information to us.

Access Rights

Your co-operation in any Brio Research and Consulting survey is voluntary at all times, and we are always thankful for your help. You are entitled to access the personal information we hold about you (which is known as a **Subject Access Request**) and you have the right to update any incorrect information. Wherever reasonable and practical we will carry out such a request.

You also have the right to withdraw consent you gave for participation in one of our surveys at any time and have your personal details erased.

To do this, please submit your request in writing to andy@brioresearch.com.

Queries

If you have any queries concerning this policy, our website or our research, or would like to make a subject access request, email us at andy@brioresearch.com.

If you have concerns regarding how your personal information has been processed by Brio Research and Consulting or our clients you can make a complaint to the Information Commissioners Office (ICO) via the following options:

Website: <https://ico.org.uk/concerns> Telephone helpline: 0303 123 1113



Brio Research and Consulting Limited
30 Binley Road
Coventry
CV3 1JA