

# Privacy policy

## 1. Introduction

Researchcraft is committed to safeguarding the privacy of its website visitors, members of the public and users of its services.

This policy applies where we are acting as a data controller with respect to the personal data of website visitors, members of the public and users of our services; in other words, where we determine the purposes and means of the processing of that personal data.

In this policy, "we", "us" and "our" refer to *Researchcraft Limited*.

## 2. Who we are

Researchcraft Limited is a market research agency. We provide services including market, social and opinion research, business insights and research consultancy to a wide range of clients.

We are registered in England and Wales under registration number 3462079, and our registered office is at Regent House, 50 Holly Walk, Leamington Spa, Warwickshire, CV32 4HY, United Kingdom.

Please see **Section 10** for details of how to contact us.

## 3. Safeguarding your privacy

Researchcraft takes protection of any personal data that it holds very seriously. We are committed to achieving the best practices in the research industry by adhering to the industry standards of the Market Research Society, ESOMAR and other specialist research industry bodies.

Our website incorporates privacy controls which affect how we will process your personal data. By using the privacy controls, you can specify whether you would like to receive direct marketing communications and limit the publication of your information. You can access the privacy controls via [www.researchcraft.com](http://www.researchcraft.com).

## 4. Why do we process personal data?

There are four main circumstances in which we process personal data:

- 1) **Market research participants:** People who have participated, or may participate, in research that we conduct.
- 2) **Business contacts:** Clients or other organisations that we deal with in providing market research services.
- 3) **Website users:** People who visit our website.
- 4) **Legal obligations and vital interests.**

For each of these four circumstances we now explain:

- (a) the general categories of personal data that we may process,
- (b) in the case of personal data that we did not obtain directly from you, the source and specific categories of that data,
- (c) the purposes for which we may process personal data,
- (d) the legal bases of the processing.

#### **4.1 Market research participants**

This part of our policy applies to people who have participated, or may participate, in research that we conduct.

##### **What data might we collect about you?**

- Contact details such as your name, phone number, email address, postal address, postcode.
- Demographic information such as your age, gender, occupation, ethnicity, household characteristics etc.
- Profiling data from secondary sources that may be based on your postcode such as Experian or MOSAIC segments.
- Photo, video or audio material.
- Information from queries and/ or complaints you have registered with us.
- Any other information which may be collected in the course of our interactions with you.

##### **How do we collect it?**

We collect information about you:

- In the course of our normal business activities such as completing a survey or taking part in a research project.
- If we are provided with your personal data by one of our clients who is acting as "data controller".
- Or you otherwise provide us with information in the course of our interactions with you.
- Persons under 16 should not disclose to us any personal information without first getting the permission of a parent or a guardian.

### **How do we use it?**

- To help our clients improve the products and services that they offer to existing and potential customers/users.
- To profile and segment different population groups.
- To detect fraudulent activity if there has been a financial transaction as a result of taking part in a research project.
- To obtain your permission for us to re-contact you at a later stage as part of the same project or for a future project.

### **What is the legal basis?**

The legal basis for processing your data may take either of the following forms:

- Where you have provided your **explicit consent** for us to use your personal information in a certain way (for example, to take part in research project). This may include further explicit consent to use special categories of data such as ethnicity or some health-related questions.
- Where we have a **legitimate interest**. This may include our own legitimate business purposes or those of our clients and include:
  - Customer satisfaction, awareness and usage surveys (on customer databases).
  - Quantitative or qualitative research using customer databases.
  - Research using existing data sets or third party data.
  - Any other form of data processing for the sole purpose of providing market research services.

## **4.2 Business contacts**

This part of our policy applies to clients or other organisations that we deal with in providing market research services.

### **What data might we collect about you?**

- Account or personal data such as your name, position, phone number, email address, postal address, postcode.
- Information contained in any enquiry you submit to us regarding goods and/or services.
- Information that you provide to us for the purpose of subscribing to our email notifications and/or newsletters.
- Information contained in or relating to any communication that you send to us.
- Any other information which may be collected in the course of our interactions with you.

### **How do we collect it?**

- If you submit an enquiry via our website enquiry form.
- From your employer if we are providing services to you as part of a contract or project.

- The correspondence data may include the communication content and metadata associated with the communication. Our website will generate the metadata associated with communications made using the website contact forms.
- If you participate in our marketing activities which may include promotions or competitions.
- Or you otherwise provide us with information in the course of our interactions with you.

### **How do we use it?**

- For the purposes of providing our services, ensuring the security of our website and services, maintaining back-ups of our databases and communicating with you.
- To enable us to supply you with the goods and services and information which you have requested.
- To analyse the information we collect so that we can administer, support and improve and develop our business and services we offer.
- For the purposes of offering, marketing and selling relevant goods and/or services to you.
- For the purposes of sending you the relevant notifications and/or newsletters.
- For the purposes of communicating with you and record-keeping.
- For all other purposes consistent with the proper performance of our operations and business.
- To contact you for your views on our products and services.

### **What is the legal basis?**

- The legal basis for processing information submitted to us via the website is consent.
- The legal basis for processing all other data from you is our legitimate interest, namely the proper administration of our website and business and communication with users.

### 4.3 Website users

This part of our policy applies to people who use our website. By using our website and agreeing to this policy, you consent to our use of cookies in accordance with the terms of this policy.

#### What is a cookie?

A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server.

Cookies may be either "persistent" cookies or "session" cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.

Cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the information stored in and obtained from cookies.

#### What kinds of cookies do we use?

We use cookies for the following purposes:

- (a) **authentication** - we use cookies to identify you when you visit our website and as you navigate our website (cookies used for this purpose are: Google Analytics),
- (b) **analysis** - we use cookies to help us to analyse the use and performance of our website and services (cookies used for this purpose are: Google Analytics).

#### What cookies are used by our service providers?

Our service providers use cookies and those cookies may be stored on your computer when you visit our website.

We use Google Analytics to analyse the use of our website. Google Analytics gathers information about website use by means of cookies. The information gathered relating to our website is used to create reports about the use of our website. Google's privacy policy is available at: <https://www.google.com/policies/privacy/>.

#### How can I manage cookies?

Most browsers allow you to refuse to accept cookies and to delete cookies. The methods for doing so vary from browser to browser, and from version to version. You can however obtain up-to-date information about blocking and deleting cookies from your browser settings.

Blocking all cookies will have a negative impact upon the usability of many websites.

If you block cookies, you will not be able to use all the features on our website.

#### What do we collect about you?

The data we collect may include:

- Your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation paths, as well as information about the timing, frequency and pattern of your service use.
- Information from enquiries you have registered with us.
- Information about the way you use our website, so that we can improve the effectiveness of our business.
- Any other information which may be collected in the course of our interactions with you.

### **How do we collect it?**

We collect information about you:

- From your usage of our website and any other information you post on our website, e-mail or otherwise send to us.
- The source of the usage data is Google Analytics.

### **How do we use it?**

- This usage data may be processed for the purposes of analysing the use of the website and services.

### **What is the legal basis?**

- The legal basis for this processing is our legitimate interests, namely monitoring and improving our website and services.

#### **4.4 Legal obligations and vital interests**

This part of our policy applies to circumstances where data must be shared in order to comply with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person.

##### **What might we collect about you?**

- Contact details such as your name, phone number, email address, postal address, postcode.
- Information from queries and/ or complaints you have registered with us.
- Any other information which may be collected in the course of our interactions with you.

##### **How do we collect it?**

We collect information about you:

- In the course of our normal business activities such as completing a survey or taking part in a research project.
- Providing us with your personal information from your usage of our website and any other information you post on our website, e-mail or otherwise send to us.
- Or otherwise provide us with information in the course of our interactions with you.

##### **How do we use it?**

- For the establishment, exercise or defence of legal claims, whether in court proceedings or in an administrative or out-of-court procedure.
- To process any of your personal data where such processing is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person.

##### **What is the legal basis?**

- The legal basis for this processing is our legitimate interests, namely the protection and assertion of our legal rights, your legal rights and the legal rights of others.

#### **5. Providing your personal data to others**

We may disclose your name and contact details to our suppliers or subcontractors insofar as is reasonably necessary for the purpose of market research.

In addition to the specific disclosures of personal data set out above we may disclose your personal data where such disclosure is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person. We may also disclose your personal data where such disclosure is necessary for the establishment, exercise or defence of legal claims, whether in court proceedings or in an administrative or out-of-court procedure.

## **6. International transfers of your personal data**

We will only supply data on EU citizens to other companies within the EU. The hosting facilities for our website and all archived files are situated in the UK.

## **7. Retaining and deleting personal data**

Personal data that we process for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes.

We may retain your personal data where such retention is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person.

## **8. Your rights**

Your principal rights under data protection law are the right to access, rectification, erasure, restrict processing, object to processing, data portability, withdrawal of consent and to complain to a supervisory authority.

You should read the relevant laws and guidance from the regulatory authorities for a full explanation of these rights.

For full details of these rights visit the following website [www.ico.org.uk](http://www.ico.org.uk).

## **9. Amendments**

We may update this policy from time to time by publishing a new version on our website.

You should check this page occasionally to ensure you are happy with any changes to this policy.

We may notify you of changes to this policy by email or mail.

## **10. Our details**

This website is owned and operated by Researchcraft Limited.

Our principal place of business is at Regent House, 50 Holly Walk, Leamington Spa, Warwickshire, CV32 4HY, United Kingdom

You can contact us:

- (a) by post, to the postal address given above;
- (b) using our website contact form;
- (c) by telephone, 01926 424518; or
- (d) by email, using the email [privacy@researchcraft.com](mailto:privacy@researchcraft.com)

## **11. Data protection officer**

We have a data protection team who monitor the [privacy@researchcraft.com](mailto:privacy@researchcraft.com) email on a regular basis.