

See Research Privacy Policy

See Research Ltd is a company incorporated in England and Wales whose registered office is at Riverside, 1st Floor, Cloister House, New Bailey St, Manchester M3 5FS The company registered number is 07838703. In this document we call the company “**we/us/our**”.

We are an independent research agency that provides market research to brands and their agencies. We own and operate see-research.com. We hold and process personal data about our employees, clients, suppliers and research subjects for a variety of business purposes including to provide our market research services. We are the data controller of our staff's personal data, and we determine how and why this personal data is used. We are a data processor of the personal data of the research subjects in the context of a market research project.

We are committed to respecting privacy and to complying with applicable data protection and privacy laws. We are committed to doing the right thing when it comes to how we collect, use and protect personal data. That is why we have developed this “**Privacy Notice**”, which sets out:

- The types of personal data that we collect and how we use it
- When we might share your personal information within our organisation and with other organisations where relevant; and
- The rights and choices you have when it comes to your personal data.

Effective date

This Privacy Notice is effective from 1st January 2022 and your personal data will be treated in accordance with applicable data protection and privacy laws and this Privacy Notice. The Privacy Notice which is applicable at any point in time will be displayed on our website.

What personal data do we collect?

The type of personal data we may gather differs where you are an employee, client or research subject.

For clients who use our services, we process your personal business information such as

- name
- email address
- phone number

For staff, we process your personal identification information such as

- contact and home address
- educational background, details of certificates and diplomas, education and skills, and CV
- financial and pay details
- marital status
- nationality

For research subjects, we may process personal identification information such as

- name
- email address
- phone number
- video or photo data when required
- pay details when required for incentives

The reports to clients do not contain information which can identify an individual. We do not include email addresses for example. The reports are anonymized of all personal data, but where video data is used, this cannot be anonymized. The research subjects would only appear in the report which will be used for the client's internal purposes and the end client. Research subjects will not appear in our or client adverts or any marketing material of

ours or the client. We always have the research subjects consent to share video data in this way.

We may also collect and process survey data from forms. This is provided to us unattributed to the individual responding, and anonymized of personal data.

Special Category Data

This is personal data about an individual's racial or ethnic origin, political opinions, religious or similar beliefs, trade union membership (or non-membership), physical or mental health or condition, criminal offences, or related proceedings. Given the services that we do, we might process this kind of information for research purposes only.

How do we collect your data?

When we require research subjects to carry out qualitative research, we use recruitment agencies to provide us with independent research subjects. We are provided with the personal data we need to carry out the market research from these recruitment agencies who are data controllers.

We process personal business data of clients when individuals:

- Engage us to provide services
- Speak to us by telephone and correspond with us by email
- Fill in forms, surveys or questionnaires

How we use personal data

We process personal data to provide services to clients, to understand your needs and conduct our business operations. We only market our products and services to clients where clients have opted into receiving marketing from us. We do not market our services to research subjects.

Marketing

We will not send direct marketing material to clients electronically (e.g., via email) unless we have been given consent from you to receive our marketing material. In such cases, you have the right at any time to stop us from contacting you for marketing purposes.

Will your personal data be shared?

We respect the personal data of our research subjects and we do not sell the personal data of research subjects to third parties. We only share a limited amount of the research subject's personal data with the client, and we only share your personal data with carefully selected service providers that carry out certain functions on our behalf. These include, for example, companies that help us with video editing or other technology services, storing, combining and analysing data, processing payments, or those providing us with legal or other professional services. We only share personal data for the purposes of enabling our service providers to provide their services, and we only provide with as little personal data as possible to carry out these functions.

Your Payment Information

On occasion we do pay incentives to research subjects, but usually this is handled by research subject recruitment agencies. When we provide incentives to research subjects, we do so by BACS transfer or PayPal. The use of your personal information by PayPal is governed by their Privacy Policy whose privacy policy can be viewed at

<https://www.paypal.com/webapps/mpp/ua/privacy-full>.

How do we store your personal data?

We keep your personal data secure against loss or misuse. We apply physical, electronic and procedural safeguards in connection with the collection and storage of personal data and we securely store your personal data, and our

cloud server is based in the European Union. We are committed to protecting the confidentiality of your personal data and will take all reasonable measures to secure your personal data, including

- Staff training
- password protection and password management
- access controls and restrictions

Whilst we take appropriate technical and organisational measures to safeguard your personal data, it is important that you do not share your personal details. You must use secure passwords, keep your devices protected from unauthorised access and take care when providing information to third-parties such as payment providers.

How long we store your data for

We will retain the personal data, including of research subjected for no longer than is necessary which is usually 6 months from the date of last use. Last use usually means when all the services to a client are completed on the particular research project. Where applicable, the retention period of the Data Controller may apply. We also take into consideration any regulations that we must fulfil, for example for financial auditing purposes or for legitimate business purposes. So, in limited circumstances we may retain your information after your relationship with us has ended in order to comply with obligations on us.

Application of Privacy Notice

This Privacy Notice applies to all our staff when they process your personal data, and we will ensure that they are familiar with this Privacy Notice and its terms.

What are your data rights?

We would like to make sure you are aware of all your data protection rights.

Data subjects have the following rights

The right to access: the right to ask us for copies of your personal data

The right to rectification: the right to request that we correct any information you believe is inaccurate. You also have the right to ask us to complete information you believe is incomplete

The right to erasure: the right to request that we erase your personal data in certain circumstances

The right to restrict processing: the right to request that we restrict the processing of personal data under certain conditions

The right to object to processing: the right to object to us processing of personal data under certain conditions

The right to data portability: the right to request that we transfer the data we have collected to other organisations, or directly to you, under certain conditions

If you make a request, we will have one month to respond to you. If you would like to exercise any of these rights, please contact us at our email address or call us on the details below.

Transferring Data Internationally

Our clients and research subjects are located all over the world and are not necessarily based in the EEA. Data privacy laws will apply on a project-by-project basis, and the Data Controller's privacy policy will apply when we process data on their behalf.

What are Cookies?

Cookies are small text files containing a unique identifier, which are stored on your computer or mobile device so that your device can be recognised when you are using a particular website or mobile app. They can be used only for the duration of your visit, or they can be used to measure how you

interact with services and content over time. We do NOT use any cookies on our website.

Third-Party privacy policies and other websites

Clicking on links on this website may take you to a third-party website. At the point you enter the third-party website, the privacy and cookie policy of the third party will apply to all information that you provide. It is important at that point to read that third party's privacy and cookie policy as we do not accept any responsibility or liability for websites of other organisations.

Changes to our Privacy Notice

We may supplement or amend this Privacy Notice from time to time. Any new or modified Privacy Notice will be circulated to staff before being adopted or appearing on our website.

How to contact us about your Personal Data

Please contact Howard Josephs who is in charge of Data Management/Security:

Post: **Unit 4.05, 60 Grays Inn Road, London, WC1X 8AQ**

Email: **hello@see-research.com**

Telephone: **020 7993 2997**

How to contact the appropriate authority

We'd like the chance to resolve any complaints you have; however you also have the right to complain to the UK data protection regulator (the "ICO") about how we have used your personal data. Their website is <https://ico.org.uk/your-data-matters/raising-concerns/>.