



FUZE Research Limited

Privacy Notice

Who Will Own My Data Once I Submit It?

In most cases, Fuze Research Limited will be the data controller of any personal information we collect. Where we act as a joint-controller with another organisation, or where we are simply collecting and processing information on behalf of another organisation, we will make this clear.

Why Do You Need My Information?

We work with a number of organisations on projects designed to identify and analyse the behaviour and actions of individuals and the information we collect and the reason we collect it may relate to such areas as:

- Customer satisfaction tracking
- Perceptions of brands
- Attitudes to products and services
- Customer experience research
- Customer segmentation to help improve marketing

The personal information we collect is used:

- To invite you to participate in research
- To confirm the details of research you have agreed to take part in
- To conduct research with you
- Combined with the responses/views/opinions of others who participated in the same research and reported back anonymously to the client that commissioned the study
- Used on an aggregated basis to determine which groups of people think certain things more than others
- Used to administer and operate prize draws/incentives (further details on this use of personal information can be found in the applicable Prize Draw/Incentivisation terms and conditions available on request or at the point of undertaking the research)
- Occasionally used to re-contact you to validate your responses (if you have consented to us doing so)
- All of 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:

- o You request or consent to sharing your identifying information and individual responses
- o 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

We also collect information about the way you use Our Website, so that we can improve its effectiveness via Google Analytics. We use Google Analytics to collect information about visitor behaviour on our website. Google Analytics stores information about what pages you visit, how long you are on the site, how you got here and what you click on. This Analytics data is collected via a JavaScript tag in the pages of our site and is not tied to personally identifiable information. We therefore do not collect or store your personal information (e.g. your name or address) so independently this information cannot be used to identify who you are.

You can find out more about Google's position on privacy as regards its analytics service at <http://www.google.com/intl/en/policies/privacy/>

What Information do you use?

The categories of information that we may collect, hold and share include:

- Personal information (such as name and address, contact details)
- Demographic data (such as your date of birth, gender, educational background)
- Characteristics (such as ethnicity, language, nationality, country of birth)
- Attitudes and values (such family, learning, customer experiences, brand and product/service preferences)
- Personal opinions
- Where relevant to the research being undertaken, we may collect business contact information, such as, company name, job title, and department
- In addition, for online surveys and information about who our online visitor are, we will record your IP address, which type of browser you are using, your screen size and other basic metrics

Where a project may require us to handle sensitive personal information, such as information relating to health, medical or sexual orientation we will make this clear from the start.

We may collect this information in a variety of ways depending on the individual project we are involved in, but this will be made clear to you at the start. For reference, we may collect information by way of:

- Online, paper, telephone or face to face surveys
- Focus groups, observations/ethnographic approaches, mystery shops and workshops
- Projective techniques such as reflective diaries, visual and photography methods
- Website and application analytics and metrics for our clients
- Enquiries you make about our products and services
- When you sign up to receive our 'trends' or articles service

Where information is provided to us by a third party, for example by a client, we will make it clear where this information was obtained and under what authority as part of our project brief.

What Allows You To Use My Information?

When processing personal data we may rely on one or more lawful bases based on the work we are involved in or the particular situation at the time, again we shall make this clear at the start of any project. For reference, the following bases are considered to be the most relevant to the functions we perform:

- Where we have your consent for us to use your personal information in a certain way (for example, we would ask for your consent to send you marketing material by email)
- Where we must comply with a legal obligation, for example where we are required to provide information as part of a criminal investigation
- Where you have entered into a contract with Fuze Research for the delivery of a particular service and we need to hold your information in order to effectively administer that contract.

Who Will My Information Be Shared With?

We do not share personal data collected as part of our research with clients. Any contact information you have provided in order to receive information about Fuze Research or to receive our trends or articles service would only be shared with an approved partner organisation with your consent.

Where we may use selected agents – such as software providers – to process the information we obtain, such parties would not be authorised to see or use your data and would only be fulfilling their contractual obligations with Fuze. We retain full responsibility for how any personal data may be processed by such agents and will ensure that contractual obligations mean any additional use is not permitted.

Do I Have To Provide This Information And What Will Happen If I Don't?

In the majority of cases we will only process your information if you have given clear consent for us to do so and we will ensure this is always the case.

Where we are engaged by clients to undertake a specific project and they provide us with details of individuals, for example details of employees or students, we do so under contract, the legal basis for providing that information having been identified by the client. In these circumstances the client will also have provided you with information as to how your information would be used and who it would be shared with and for what purpose.

How Long Will You Keep This Data For And Why?

Personally identifiable information collected will be kept for no longer than 12 months from project commencement unless stated specifically at the time of taking part.

Non identifiable information you give or personal data which is anonymised, will be kept for no longer than 5 years,

How Will My Information Be Stored?

Any personal data we collect will be stored securely on a secure cloud provider <https://www.syncplicity.com/features/>.

We also use an online secure webhost for managing our online survey responses

Will This Information Be Used To Take Automated Decisions About Me?

Information is not currently used to make totally automated decisions based on information provided. While information may be combined for qualitative analysis, there is always a level of human interaction in the building of this information.

Will My Data Be Transferred Abroad and Why?

Personal data we collect will not be transferred outside of the EEA. Where Fuze are engaged by clients operating outside of this region, appropriate steps will be taken to ensure there is full compliance with the UK's Data Protection legislation.

What Rights Do I Have When It Comes To My Data?

Under the Data Protection Act and General Data Protection Regulation you have the right to request access to the information that we hold about you.

To make a request for your personal information, contact DPO@fuzerresearch.com

You also have:

- The right to rectification – you have the right to ask us to correct or remove any inaccurate data that we hold about you
- The right to erasure (right to be forgotten) you have the right to ask us to remove data that we hold about you
- The right to restriction – you have the right to ask for your information to be restricted (locked down) on our systems
- The right to data portability – you have the right to ask for your data to be transferred back to you or to a new provider at your request
- The right to object – you have the right to ask us to stop using your personal data or to stop sending you marketing information, or complain about how your data is used
- The right to prevent automated decision making – you have the right to ask us to stop using your data to make automated decisions about you or to stop profiling your behaviour (where applicable)

These rights are not absolute and may depend on the way in which we process your information, but we will inform you what rights apply and when. To find out more about your rights under the GDPR, please visit the Information Commissioner's website.

Who Can I Complain To If I Am Unhappy About How My Data Is Used?

If you have a concern about the way we are collecting or using your personal data, you should raise your concern with us in the first instance.

DPO@fuzerresearch.com

01244 893346

If you feel that we do not adequately address your request or your concerns, or we fail to provide you with a valid reason as to why we are unable to comply, you also have the right to complain to the Information Commissioner's Office using the following details:

Information Commissioner's Office (ICO) website

By post: The Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Telephone: 08456 30 60 60 or 01625 54 57 45

This notice was last updated: 6/6/18.