



## Privacy Policy May 2018

Solutions Strategy Research Facilitation Ltd (Solutions Research) take caring for your data very seriously. This policy lays out our procedures for looking after your data.

The contact details for the Data Processing Officer at Solutions Research is: Michelle Lloyd, Tel: 020 7700 5500, Email: [Michelle@solutions-research.co.uk](mailto:Michelle@solutions-research.co.uk)

### Introduction

Solutions Research depends on the collection and analysis of information about 'data subjects' to fulfil its market research business. Solutions Research is committed to compliance with data protection laws, regulations and rules, this includes the EU's General Data Protection Regulation (GDPR). In addition, all our research is conducted in accordance with the MRS Code of Conduct and we are MRS Company Partners.

Solutions Research therefore adheres to the key principles of the GDPR as laid out below:

1. Lawfulness, Fairness and Transparency – personal data must be processed lawfully, fairly and in a transparent manner.
2. Purpose Limitation – personal data must only be collected for the specified, explicit and legitimate purposes and not further processed incompatibly. Further processing for research is explicitly compatible.
3. Data Minimisation– Collection of data must be adequate, relevant and limited to what is necessary in relation to purposes for which processed.
4. Accuracy – Personal data must be accurate and kept up to date.
5. Data Retention – Personal data must not be kept for longer than necessary. GDPR permits storage of data for longer periods than necessary where the data is being processed for archiving purposes in the public interest and/or scientific research purposes, in addition to the statistical or historical research purposes covered in the Data Processing Act 2018.
6. Integrity and confidentiality - Personal data should be kept secure.

### Data Collection

- We strive to keep to a minimum the amount of personal data that we collect. We will make clear to you and gain your consent about what data we are collecting before the research takes place.
- At the time of collection, we will make clear to you the name of the client who has commissioned the research, the legal basis for the collection of data and the relevant contact details of the Data Controller.
- The research sessions are normally audio recorded and sometimes video recorded, and consent will be asked in advance of the session.

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- We explain how long the sessions will last and what incentive you will be provided for taking part.
- After the research you may be recontacted, and we will ask for your permission to do so before the session starts.
- You may withdraw your consent to be contacted at any time by emailing the Solutions Research administration team at [admin@solutions-research.co.uk](mailto:admin@solutions-research.co.uk)
- Before the research session starts you will be given a privacy document with information about the project, data collection and your rights, and asked to sign a consent form.

### **How we look after your data if you are a respondent:**

- We use anonymisation techniques to protect respondents' personal data as part of our data collection operations so that access is restricted to the fieldwork teams solely on a need to know basis.
- We anonymise as much personal data as possible, as quickly as possible after the project and only store the minimum amount of personal data needed for each specific project.
- All Personal data collected is stored for up to a year after the end of the project. It is stored securely on the Solutions Research server and is accessed only by the project team and their data processors.
- We do not share, sell, rent or trade your personal information to any other third parties for any purpose without your prior consent.
- Personal data is stored only in the UK.
- No identifiable personal data is shared with our clients unless prior agreement with you has been made and no personal data is used for any additional purposes other than for the specific research project at hand, or associated research projects.
- All analysis and reporting back to the client including any reports which may reach the public domain are fully anonymised.

### **How we look after your data if you are an employee:**

- Personal data on staff is collected as part of the recruitment process and is stored in accordance with GDPR.
- All staff have security clearance equivalent to Baseline Personal Security Standard.
- Access to employees' personal data is strictly limited to the relevant staff in charge of human resources management.

### **How we look after your data if you are a client:**

- We may store your details on our client database and contact you from time to time with information about our services we feel are relevant to you.
- We only keep essential information and do not store any personal details.
- You may withdraw your consent to be contacted at any time by emailing the Solutions Research administration team at [admin@solutions-research.co.uk](mailto:admin@solutions-research.co.uk)

or by viewing our Privacy Policy on our website [www.solutions-research.co.uk](http://www.solutions-research.co.uk)

### **How we look after your data for Marketing:**

- Prospective clients will be given the opportunity to opt-in to receiving any communications from us before being added to our list of marketing contacts.
- You may withdraw your consent to be contacted at any time by emailing the Solutions Research administration team at [admin@solutions-research.co.uk](mailto:admin@solutions-research.co.uk) or by viewing our Privacy Policy on our website [www.solutions-research.co.uk](http://www.solutions-research.co.uk)

### **Your rights as a data subject:**

- You have the right to withdraw from the research session at any time, and to withdraw consent for your personal data to be collected, used and stored by contacting Solutions Research at [admin@solutions-research.co.uk](mailto:admin@solutions-research.co.uk)
- You have right to access data stored about you (with a summary of what the right involves and how the individual can take steps to exercise it) by contacting Solutions Research at [admin@solutions-research.co.uk](mailto:admin@solutions-research.co.uk)
- You have the right to **restrict/object** to processing of your data (with a summary of what the right involves and how the individual can take steps to exercise it) by contacting Solutions Research at [admin@solutions-research.co.uk](mailto:admin@solutions-research.co.uk)
- You have the right to **erase** any personal data (with a summary of what the right involves and how the individual can take steps to exercise it) by contacting Solutions Research at [admin@solutions-research.co.uk](mailto:admin@solutions-research.co.uk)
- You have the right to **rectify** any data held (with a summary of what the right involves and how the individual can take steps to exercise it) by contacting Solutions Research at [admin@solutions-research.co.uk](mailto:admin@solutions-research.co.uk)
- You have the right to lodge a complaint with the supervisory authority in the Member State of residence. In the UK this is the ICO by contacting Solutions Research at [admin@solutions-research.co.uk](mailto:admin@solutions-research.co.uk)
- If you have any questions during a session please ask the researcher present, or contact Admin at Solutions Research at [admin@solutions-research.co.uk](mailto:admin@solutions-research.co.uk)