

## **Privacy and Cookies Policy**

At Relish Research Ltd, we take your privacy seriously and this privacy statement explains what personal data or information we collect from you and from people who visit our website and how we use it.

If you have any questions regarding this statement and our privacy practices, please contact us by email [sonny@relishresearch.com](mailto:sonny@relishresearch.com) or by post at Relish Research, 2nd Floor, 3 Angel Walk, Hammersmith, London, W6 9HX. Alternatively, you can telephone us on 0208 994 2333.

### **Who are we?**

Relish Research Ltd is a registered company (9004715) our registered office address is Kings Lodge, London Road, West Kingsdown, Kent. TN15 6AR. For the purposes of Data Protection Relish Research is a data controller.

### **What personal data or information do we collect?**

The personal information we collect may include your name, address, email address, IP address and information regarding what pages you access on this website and when. When we conduct market research, our participant invitations and questionnaires clearly identify us and explain the purpose(s) of our contact.

### **How do we collect data or information from you?**

We collect data or information about you when you use our website, or when you make an enquiry about our products or services, enquire about a job opportunity, or if you register to participate in any of our market research studies.

### **How is your information used?**

We collect your personal data or information to operate our business effectively and provide you with the best information on our products and services.

We may use your information to:

- To carry out our obligations arising from any contract or contract negotiations entered into by you or us as a client or prospective client.
- Process an enquiry that you have made to us.
- To contact you to discuss business opportunities or products and services that we believe may be of interest to you.
- To process a job application.
- Send you communications that you have requested, for example an enquiry to become a market research participant.
- To invite you to participate in a market research project.
- To validate an answer(s) you may have given in a recent study we conducted.

We believe that all of these purposes are justified on the basis of our legitimate interest in running and promoting our business, our contractual requirements to deliver agreed products or services to you, and to fulfil our legal obligations. For the purposes of completing qualitative and quantitative research, we rely on consent.

### Details of our processing

	Type of Data Held	Length of Time Held	How Data is Held
Clients	<ul style="list-style-type: none"> <li>Name and contact information</li> <li>Information and documents relating to the services we are providing, including communications with you.</li> <li>Billing and payment information.</li> </ul>	<p>We will retain information about you for the duration of our contractual relationship with you, then for an additional 10 years.</p> <p>We retain financial records for 6 years, following the end of the current financial year.</p>	Data is stored on secure UK-based servers
Prospective Clients	<ul style="list-style-type: none"> <li>Name and contact information</li> <li>Information and documents relating to the services we are providing, including communications with you.</li> </ul>	We will retain information about you for the duration of the enquiry, then a further five years.	Data is stored on secure UK-based servers
Job Applicants	<ul style="list-style-type: none"> <li>Name and contact information</li> <li>CV and application form.</li> <li>Interview notes (<i>for those short-listed</i>)</li> </ul>	We will retain information about you for the duration of the recruitment campaign, then one year.	Data is stored on secure UK-based servers
Relish Research Participants	<ul style="list-style-type: none"> <li>Contact details</li> <li>Photos/video</li> <li>Completed surveys &amp; tasks</li> <li>Profiling information (demographic)</li> <li>Opinions</li> </ul>	We will retain identifiable information about you for the lifetime of the project, then for an additional 30 days.	Data is stored on servers based within the EEA and the USA (therefore transferred outside the EEA). Processors with a server based in the USA are registered with Privacy Shield.

### Who has access to your information?

We will never try to sell you anything and we will never sell your personal data to anyone. That is not our business. We are not telemarketers or direct marketers. We are market researchers interested only in your opinions.

We will disclose your data or information if required by law, for example by a court order or for the prevention of fraud or other crime.

We may pass your information on to our third-party service providers, agents or subcontractors (e.g. panel companies, qualitative fieldwork agencies) for the purposes of completing a task or providing services to you on our behalf (for example to recruit people to attend research sessions or process research responses). However, we disclose only the personal information necessary to deliver that service and have a contract in place that requires them to keep your information secure and not to use it for their own marketing purposes.

## **Transfers outside of the European Economic Area**

Personal information in the European Union is protected by data protection laws but other countries do not necessarily protect your personal information in the same way. The European Economic Area (EEA) covers all countries in the EU plus, Norway, Liechtenstein and Iceland. Some of the third-party providers we use to help us manage our business and services may involve data transferring to the United States or other countries outside of the EEA.

## **Your Choices & Rights**

We understand that you trust us with your personal information and we are committed to ensuring you can manage the privacy and security of your personal information yourself.

With respect to the information relating to you that ends up in our possession, and recognising that it is your choice to provide us with your personal information, we commit to giving you the ability to do all of the following:

- You can verify the details you have submitted to Relish Research by contacting us by email: [sonny@relishresearch.com](mailto:sonny@relishresearch.com) or phone 0208 994 2333. Our security procedures mean that we may request proof of identity before we reveal information, including your e-mail address and possibly your address.
- You can always feel free to update us on your details at any point by sending an email to [sonny@relishresearch.com](mailto:sonny@relishresearch.com).
- You can unsubscribe from receiving marketing emails from us by clicking the “unsubscribe” link at the bottom of any email. Once you do this, you will no longer receive any emails from us.
- You can request a readable copy of the personal data we hold on you at any time. To do this, please contact us via email [sonny@relishresearch.com](mailto:sonny@relishresearch.com).

You also have the right to lodge a complaint about our processing with the UK’s Information Commissioner’s Office (hyperlink <https://ico.org.uk/>).

## **Keeping your data secure**

When you give us personal information we take steps to ensure that it’s treated securely and strive to protect it on our internal systems. We inform our employees about our policies and procedures regarding confidentiality, security and privacy, and we emphasise the importance of complying with them.

We may transfer personal information to affiliated companies or non-affiliated service providers for research-related purposes, such as data processing, and fulfilment of incentives. We require these companies to safeguard all personal information in a way that is consistent with our company’s measures and as regulated by law. We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it.

## Emailing us

We use Transport Layer Security (TLS) to encrypt and protect email traffic in line with government standards. If your email service does not support TLS, you should be aware that any emails we send or receive may not be protected in transit.

We will also monitor any emails sent to us, including file attachments, for viruses or malicious software. Please be aware that you have a responsibility to ensure that any email you send is within the bounds of the law.

## User of Cookies by this website

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the site. Unless you have set your browser to block cookies, this site will place the following cookies on your computer.

Cookie	Name	Purpose
Google Analytics	_ga _gid _gat	Google Analytics gathers information allowing us to understand interactions with our websites and ultimately refine that experience to better serve you.

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

## Google Analytics

Our website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help us analyse how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for our website operators and providing other services relating to website activity and internet usage.

Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser. However, please note that if you do this you may not be able to use the full functionality of this website.

To opt-out of being tracked by Google Analytics across all websites visit:

<http://tools.google.com/dlpage/gaoptout>

## Changes to this privacy notice

We keep our privacy notice under regular review. This privacy notice was last updated on 10/05/2018.