

## PRIVACY NOTICE

- We regularly hold consumers names, addresses and phone numbers
  - We receive and pass it on, in a password protected format
  - It is provided to us by recruiters or clients
- We have conformation from all recruiters, freelancers / moderators and clients that they are committed to protecting consumer data
- This data is stored on Microsoft One Drive which is password protected and the added protection of two step verification if being accessed remotely
  - E.g. if homeworking, the data is not removed from One Drive, but securely accessed there
  - If it is printed, it is held within the business project folder only and then shredded 3 months or sooner after the research project has been presented back to the client
- We sometimes hold more data – e.g. product usage, attitudes and / or bank details, and this is protected in the same way
- Data is only shared with those who need to know it for the research project – e.g. moderators meeting the consumers. Moderators are mostly ourselves but sometimes freelancers or clients
- We always destroy identifiable data 3 months (or sooner) after the research findings have been presented back to our client, unless a different timescale has been agreed with the consumer. Anyone who it is shared with, is also reminded to do the same

## Data Protection Questions

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- We are fully trained in GDPR and in conducting appropriate data security measures
- We will respond to all emails to [lisa@steadman-insights.co.uk](mailto:lisa@steadman-insights.co.uk) within 48 hours
- Consumers can request clarification on whether we hold any data on themselves. In order to understand what data is held on a consumer we will search our One Drive system and our outlook system.
- Consumers also have the right to complain to the ICO