

The Audience Agency Privacy Policy – Primary Research Services

This Privacy Policy is for members of the public who The Audience Agency may contact to take part in research.

How we collect data

The Audience Agency (TAA) collects data for primary research purposes. The methods we use include surveys, feedback forms and discussion group recruitment requests. You will be made aware of what method is being used when we request your consent.

The types of data we collect

The data we collect may be of a personal or sensitive nature. Personal data collected may include name, email, telephone number or other contact details. You may also be asked to provide your postcode.

Sensitive data requested may include information on characteristics such as age, disability, ethnicity, religion or belief, gender or sexual orientation.

Why we collect this data

Data is used for research purposes. The specific purpose of the research and who we may be conducting it for will be stated when the request is made of respondents to take part.

- Sensitive data is used to understand more about users, audiences or visitors' profiles.
- Postcode data is used for geographical mapping, and in some cases profiling analysis using secondary data sets.
- Personal data may be requested so that we can contact you for further research, or to enter you into a Prize Draw.
- In some cases, if you have been requested to carry out two stage research, such as an initial and follow-on survey, we may use your contact details to combine these together. Your specific consent will be requested for this.

Sharing data

You will be told whether TAA are acting as the Data Controller or Data Processor when your consent is requested to take part in the research.

Your data may be shared with the client or organisation who has commissioned TAA to conduct the research. This will only be for the reasons stated, for example for research purposes or Prize Draw contact.

How long we will keep your data

TAA may hold your personal data for us to 2 years from data of collection unless a specific request is made otherwise. At the end of this period, it will be deleted.

Security of data

We have implemented security policies, rules and technical measures to protect the personal data that we have under our control from unauthorised access, improper use or disclosure, unauthorised modification and unlawful destruction or accidental loss. All data is stored on UK or EU-based servers.

All our employees and data processors, who have access to, and are associated with the processing of personal data, are obliged to respect the confidentiality of our visitors' personal data.

Compliance with legislation

Our privacy policy is compliant with the following instruments:

- General Data Protection Regulations (GDPR)
- Privacy & Electronic Communications Regulations (2003)

The Audience Agency is subject to Independent Data Protection Authority supervision by the UK Information Commissioner (ico.gov.uk) registration number ZA009719.

Access to the personal data we may hold about you

You can ask us whether we are keeping personal data about you and request a readable copy of any personal data which we keep about you, by sending an email to

dpm@theaudienceagency.org

Although we may require you to provide proof of your identity in advance, we will aim to respond to your request within 6 weeks and we will provide the information without any charge.

We will also allow you to challenge the data that we hold about you and, where appropriate, you may have the data erased, rectified, amended, or completed.

Who to contact

If you have an enquiry or concern about our privacy policy, please contact us at dpm@theaudienceagency.org.

If you are not satisfied with our response to your concern you may wish to contact Information Commissioner's Office (ico.gov.uk).