

Cognisant Research Privacy Statement

Version 1.4

As a Market Research Society Company Partner, Cognisant Research take privacy and data security commitments very seriously and believe that everyone's personal data should be handled responsibly and ethically. We know that without the trust of everyone who participates in our research, we could not produce the research that helps our clients make better decisions.

1: Your Privacy, Our Commitment

We will manage and treat your personal data with respect. We will collect, store and manage it in an unbiased and secure way. We will only use your data for purposes that we have informed you about. We will always be transparent about the personal data we collect and how we use it. We will ensure that all personal information supplied is held securely and in accordance with all applicable Data Protection legislation.

2: What is 'Personal Data'

"Personal data" is any information about a living individual which allows them to be identified from that data (for example a name, photographs, videos, email address, or address). Identification can be directly using the data itself or by combining it with other information which helps to identify a living individual. The processing of personal data is governed by legislation relating to personal data which applies in the United Kingdom including the General Data Protection Regulation (the "GDPR") and other legislation relating to personal data and rights such as the Human Rights Act.

3: Who are Cognisant Research?

This Privacy Statement is provided to you by eFeedback Limited trading as Cognisant Research ('Cognisant Research') which is the data controller for your data.

We carry out professional market, social and opinion research as well as business intelligence, market analysis, customer insight and consultancy. We work with businesses, public bodies and not for profit organisations of all shapes and sizes across a wide range of sectors. As a Market Research Society Partner, we support best practice in the research industry by complying with industry standards.

4: Collecting information

When we are commissioned to carry out research we will collect your information.

We typically contact you for one or more of the following reasons:

- To ask if you will take part in a piece of research.
- To carry out research with you
- To back check, if you have given permission, in order to validate responses with you.
- To check that our records of your personal information are correct.

Cognisant Research will process some or all of the following personal data where necessary to perform its tasks:

- Names, titles, and aliases;
- Personal opinions
- Contact details such as telephone numbers, addresses, and email addresses;
- Where they are relevant to the services provided by Cognisant Research, or where you provide them to us, we may process information such as gender, age, marital status, nationality, education/work history, academic/professional qualifications, hobbies, family composition, and dependants;
- Where it is relevant to the research being carried out, we may gather business contact information including the name of a company, job titles and what a company does.
- The personal data we process may include sensitive or other special categories of personal data such as criminal convictions, racial or ethnic origin, mental and physical health, details of injuries, medication/treatment received, political beliefs and data concerning sexual life or orientation.

5: How we use sensitive personal data

We may process sensitive personal data including, as appropriate:

- Information about your personal opinions and views on subjects covered by our research
- Information about your physical or mental health or condition in order to monitor sick leave and take decisions on your fitness for work;
- Your racial or ethnic origin or religious or similar information in order to monitor compliance with equal opportunities legislation;
- In order to comply with legal requirements and obligations to third parties.

These types of data are described in the GDPR as “Special Categories of Data” and require higher levels of protection. We need to have further justification for collecting, storing and using this type of personal data.

We comply with data protection law. This says that the personal data we hold about you must be:

- Used lawfully, fairly and in a transparent way.
- Collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes.
- Relevant to the purposes we have told you about and limited only to those purposes.
- Accurate and kept up to date.
- Kept only as long as necessary for the purposes we have told you about.
- Kept and destroyed securely including ensuring that appropriate technical and security measures are in place to protect your personal data to protect personal data from loss, misuse, unauthorised access and disclosure.

6: We use your personal data for some or all of the following purposes:

- To contact you by post, email, telephone or using social media as a basis for data gathering surveys;
- By bringing together the answers, opinions and views expressed by all the participants in one of our surveys we are then able to go back to our client initiating the study and present the overall anonymous data to them.
- On occasions to re-contact you to validate the responses, provided you gave your consent as part of the survey to be re-contacted.

7: Sharing your personal data

In the course of our work we may need to employ the services of other individuals and companies ('Third Parties') to carry out functions for us. By taking part in our research you consent to us transferring your personal information on the following basis:

- We will not sell your personal information to Third Parties.
- We will endeavour to make sure that your personal information is kept secure and confidential.
- Whilst processing personal information needed to perform their role, these Third Parties will not use it for other purposes.
- The Third Parties will have an obligation to comply with this Privacy Policy and be compliant with the UK's Data Protection Laws by putting in place appropriate security measures.

We use an online computer programme provided by a specialist Third Party provider, called Snap Surveys, in the following ways:

Online surveys - we collect data provided by respondents with a link to enter their survey responses via an online programme.

Telephone interview responses - when we carry out telephone surveys using our virtual call centre, recording the information provided by respondents via an online programme.

Data entry of hard copy surveys – when we receive hard copy paper surveys from respondents we enter these onto an online programme.

Snap Surveys use cookies in providing their online services. A cookie is a small data file that is stored on your browser or the hard drive of your computer when you visit our online survey. Information concerning Snap's use of cookies can be found here: <https://www.snapsurveys.com/cookies/>

8: How long do we keep your personal data?

In general, we will endeavour to keep data only for as long as we need it. This means that we will delete it when it is no longer needed.

9: Your rights and your personal data

You have the following rights with respect to your personal data:

When exercising any of the rights listed below, in order to process your request, we may need to verify your identity for your security. In such cases we will need you to respond with proof of your identity before you can exercise these rights.

- ***The right to access personal data we hold on you:*** At any point you can contact us to request the personal data we hold on you as well as why we have that personal data, who has access to the personal data and where we obtained the personal data from. Once we have received your request we will respond within one month. There are no fees or charges for the first request but additional requests for the same personal data or requests which are manifestly unfounded or excessive may be subject to an administrative fee.
- ***The right to correct and update the personal data we hold on you:*** If the data we hold on you is out of date, incomplete or incorrect, you can inform us and your data will be updated.
- ***The right to have your personal data erased:*** If you feel that we should no longer be using your personal data or that we are unlawfully using your personal data, you can request that we erase the personal data we hold. When we receive your request we will confirm whether the personal data has been deleted or the reason why it cannot be deleted (for example because we need it for to comply with a legal obligation).
- ***The right to object to processing of your personal data or to restrict it to certain purposes only:*** You have the right to request that we stop processing your personal data or ask us to restrict processing. Upon receiving the request we will contact you and let you know if we are able to comply or if we have a legal obligation to continue to process your data.
- ***The right to withdraw your consent to the processing at any time for any processing of data to which consent was obtained:*** You can withdraw your consent easily by telephone, email, or by post (see Contact Details below).
- ***The right to lodge a complaint with the Information Commissioner's Office.*** You can contact the Information Commissioners Office on 0303 123 1113 or via email <https://ico.org.uk/global/contact-us/email/> or at the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF.

10: Further processing

If we wish to use your personal data for a new purpose, not covered by this Privacy Notice, then we will provide you with a new notice explaining this new use prior to commencing the processing and setting out the relevant purposes and processing conditions. Where and whenever necessary, we will seek your prior consent to the new processing.

11: Changes to this notice

We keep this Privacy Notice under regular review and we will place any updates on www.cognisantresearch.com. This Notice was last updated in November 2021.

12: Contact Details

Please contact us if you have any questions about this Privacy Notice or the personal data we hold about you or to exercise all relevant rights, queries or complaints at:

- Email: ian.nockolds@cognisantresearch.com
- Telephone: 07817 484955
- Correspondence: 2nd Floor, Northgate House, Upper Borough Walls, Bath. BA1 1RG