

Privacy Policy

Welcome to the Windsoredge Research Ltd Privacy Policy. Please read this Privacy Policy carefully, it will only take you approximately 10 to 15 minutes to read.

Our mission at Windsoredge Research Ltd is to enable Brands, Corporations and Companies to connect with and listen to their customers, and for those customers to share views and opinions anonymously in an open and honest environment. We design and publish market research surveys that allow our clients to determine and understand their customers' views, opinions, needs and behaviours, so they can provide better products and services to meet those needs.

You are probably reading this privacy policy because you have been asked to complete one of our surveys ("a participant"), or you may be a survey administrator ("an administrator") or a client or prospective client of Windsoredge Research Ltd ("a client"). In the sections below we will refer back to these categories. It is important to note that Windsoredge Research Ltd will not always act as a data controller (a term which is described in more detail in the Glossary) and Windsoredge Research Ltd's role as a data controller is also explained in more detail below.

Windsoredge Research Ltd is a company established in England with its registered address at WINDSOREDGE RESEARCH, SMITH HOUSE, GEORGE STREET, NAILSWORTH, STROUD GL6 0AG, United Kingdom (company number 10994262).

This statement was last updated on 12 Sept 2023. Please check back to this page regularly as we may need to make changes to this statement from time to time.

Purpose of this privacy policy

The purpose of this privacy policy is to provide you with important information about what personal data is collected and processed by Windsoredge Research Ltd, what we do with it and why. We understand that it is important for everyone in the survey process to trust our methods and practices and to have confidence in how we use data. We do collect personal data sometimes, but we will never share it without your permission.

Important Information about how we work

The majority of our surveys are created for, and on behalf of organisations, and it is the organisation who decides (with our help and guidance) what outcomes it wants to achieve. For example, an organisation may wish to learn about what customers think about one particular product or service, or they may wish to understand more about who their customers are.

Once the survey sample has been agreed, the organisation will select the administrators (these are the individuals who will perform certain administrative tasks within the organisation in relation to the survey) and importantly identify the survey participants. In some circumstances we may interact directly with survey participants.

For the purposes of data protection law, where we process administrator and participant data on the instructions of our customers we act only as "data processors". As an administrator or participant, if you have any concerns about how your personal data is shared with Windsoredge Research Ltd, or how the organisation is processing your personal data you should contact them directly.

Where we do influence or determine the data processing we act as “data controllers”. More information is provided about both of these terms in the **Glossary** below.

Contact details

If you have any questions about this privacy policy, including any requests to exercise your legal rights, please contact Windsoredge Research Ltd using the details set out below. You can contact us by post and email at:

WINDSOREDGE RESEARCH, SMITH HOUSE, GEORGE STREET, NAILSWORTH, STROUD GL6 0AG, United Kingdom (company number 10994262).

Email to: info@windsoredge-research.com

You have the right to make a complaint at any time to the Information Commissioner’s Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO, so please always contact us first.

Market Research

Taking part in one of our research studies means you consent to the terms set out below.

Windsoredge Research Limited is the data controller for the information you provide during a market research study unless otherwise stated. All information provided will only be used for the purpose of that project unless otherwise stated, for our internal quality control checks or to fulfil legal or regulatory requirements if necessary.

Collecting personal data

Participation in our research studies is entirely voluntary.

We collect and store a range of personal data for our research studies such as name, address, email, telephone and/or photographs. You may choose whether to share this personal data with us or not. In many instances, your contact details are given to us by the commissioner of the research study (e.g. a customer or employee list) and sometimes we purchase contact details from third party database or market research panel suppliers. Interviews are usually conducted by staff working directly for Windsoredge Research Limited, although sometimes we may use a sub-contractor.

Using personal data

Personal data will only be kept or used by us for the purposes listed in our privacy policy.

We use the personal data we collect for market research purposes to help our clients improve their products, services or the way they conduct their business. The legal basis for this processing is consent unless our client has a legitimate interest to improve their products, services or the way they conduct their business. We may also use your personal data to complete quality control back checks. The legal basis for this processing is our legitimate interests, namely complying with sector standards and monitoring our research services, suppliers and fieldworkers.

Personal data shared with us by you may be kept in its identifiable form (so that you can be identified), or in an aggregated, anonymous form (so that you cannot be identified).

As per Market Research Society (MRS) guidelines we ensure the protection of participant details and the anonymity of responses (unless permission is specifically given by each participant otherwise). This means that all responses will be treated confidentially and processed only for statistical purposes. In accordance with market research rules, your name and personal details will never be transmitted to any other person or company by us or as a result of your participation in our survey, unless you give us permission to do so.

Where a prize draw is used as part of the research, participant details are only used for the prize draw and then destroyed securely.

No marketing or sales follow-up results from you taking part in a survey unless we have previously received your express consent to such marketing or follow-up.

Sharing your personal data

If we provide a report to a third party (for example, whoever has commissioned the survey), then any personal data that you have shared with us will only be included in the report on an anonymous basis (so that you cannot be identified from the report or any of the data in it) unless we have previously requested your express consent to identify you and you have given that consent to us.

We may share your personal data with other third parties where this is necessary to enable those third parties to provide services to us, such as tasks that support us in providing market research services. In each such case, we will retain control of the use of your personal data and we will have a contract with the third party which protects your personal data against unauthorised use or disclosure and allows the third party to use the personal data only in accordance with our instructions.

We may also share your personal data with others if we are required to do so by law or in any other circumstances where the applicable regulations specifically permit us to do so in the absence of your prior consent.

Beyond these, you can be confident in the following aspects:

- We may share anonymised data to other organisations, but we will never share data that allows you to be personally identified by any other organisation, unless your consent has been specifically obtained.
- We will never use or share participant or administrator data to send you direct marketing.
- Whilst our surveys may gather your responses relating to your health or wellbeing, (especially in workplace research studies) this information cannot be used in a way that would allow you to be identified or singled out, and is only retained as anonymised data. We do not collect any information about criminal convictions and offences.
- We will never share participant data for the purposes of credit scoring or share data with credit reference agencies.

International transfers

We do not transfer personal data outside the jurisdiction in which it was collected and processed.

Data security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. All access to personal data is limited to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are required to do so under applicable laws.

Data retention

To the extent that we retain any personal data about you we will only hold it for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

Your Data Protection Rights

Where Windsoredge Research Ltd act as a data controller you have the following data protection rights. If you have any questions, please contact us by email on: info@windsoredge-research.com

Right of Access: Commonly known as a “data subject access request” this enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

Right of Correction: This enables you to have any incomplete or inaccurate data we hold about you corrected.

Right of Erasure: This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it or where you have successfully exercised your right to object to processing.

Right to object to processing: Where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms.

Right to request restriction of processing: This enables you to ask us to suspend the processing of your personal data in a number of specific scenarios including; where you want to establish the data's accuracy and where you wish us to hold it our use of the data is unlawful but you do not want us to erase it, where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims and where you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

Right to Transfer: We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

Who do we share Contact Data with?

We could merge with or be acquired by another business. If this happens we share the information that relates to you. You will be sent notice of such an event where required by applicable laws.

In the unlikely event that it is necessary, we reserve the right to disclose your personal data in order to comply with the law, applicable regulations and government requests. We also reserve the right to use such information in order to protect our operating systems and integrity as well as other users.

Glossary

Data Controller

A data controller is an organisation that determines a processing activity and who decides to collect personal data and decide the purpose or purposes the data is used for. A data controller will also be responsible for upholding an individual's rights and for keeping data accurate and up to date.

Data Processor

A data processor is an organisation that processes certain personal data on the instructions of the data controller.

Legitimate Interest

Legitimate Interest means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting us.