

Morris Hargreaves McIntyre Limited

Privacy and Cookies Policy

Morris Hargreaves McIntyre Limited ("we", "us" or "our") is committed to protecting and respecting your privacy. We own and operate <http://mhminsight.com/> ("MHM") and <https://audiencevoice.com/> ("Audience Voice"); MHM is an information service to users (the "Information"), and Audience Voice is a platform through which we conduct research activity with user input (the "Research Activities"). We are responsible for providing the information available through MHM and the research activities conduct through Audience Voice. In this Privacy and Cookies Policy, we refer to MHM and Audience together as the "Websites".

In this Privacy and Cookies Policy, references to "you" are to any person who submits data to us or the Websites about him/herself or about any living individual in relation to use of the Websites or otherwise. When you communicate with us, or the Websites or aspects of either of them, we may ask you to provide us with information about you. This Privacy and Cookies Policy sets out how we might use that information.

This Privacy and Cookies Policy (together with the [MHM Terms of Use](#), and the [Audience Voice Terms and Conditions and Terms of Use](#), and any other documents referred to in them (the "Terms")) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read this Privacy and Cookies Policy carefully to understand our views and practices regarding your personal data and how we will treat it.

We will only use your personal data in the manner set out in this Privacy and Cookies Policy. We will only use your personal data in a way that is fair to you. We will only collect personal data where it is necessary for us to do so and where it is relevant to our dealings with you. We will only keep your personal data for as long as it is relevant to the purpose for which it was collected or for as long as we are required to keep it by law.

For the purpose of the Data Protection Act 1998 (the "Act"), the data controller is Morris Hargreaves McIntyre Limited, a company registered in England and Wales under company number 03367349 and with registered office at 50 Copperas Street, Manchester, M4 1HS. Our registration number with the Information Commissioner's Office is Z8694563.

1. Information we may collect from you

1.1 We may collect and process the following data about you:

- 1.1.1 Your title, name, date of birth, address, email address, location, telephone numbers, occupation, username, password, and such other contact details as we require. This includes, but is not limited to, information provided at the time of registering to use Audience Voice or participating in any research activity.
- 1.1.2 Your opinions, when you are participating in a research activity, including, without limitation, those available through Audience Voice.
- 1.1.3 Information you provide when subscribing to receive any newsletter or other information from us.
- 1.1.4 Information you provide when you download any information from the Websites.
- 1.1.5 Information you provide when using the functionality, or otherwise participating in the activities, available through Audience Voice.
- 1.1.6 Information you provide when taking part in any face-to-face, telephone or other offline research activity.
- 1.1.7 We may ask you for information when you report a problem with the Websites, or when we are in contact with you about the Information or the Research Activities.
- 1.1.8 If you contact us, we may keep a record of that correspondence.

1.2 You should only submit to us or a Website information which is accurate and not misleading. You should keep that information up-to-date and let us know if any of that information changes by emailing us at hello@mhminsight.com By submitting your or anyone else's data to us or a Website, you must ensure that you have full authority and consent to supply us with that data on their behalf and you warrant to us that you have that authority.

1.3 In certain circumstances, we may ask you to give us sensitive personal data, as it is defined in the Act. That includes (as defined in the Act) information about your political opinions, trade union membership, religious or ethnic origin, religious or philosophical beliefs, sexual orientation and other types of sensitive personal data. If we ask you to give us sensitive personal data, we will ask you for your specific agreement to the purposes for which we are collecting it.

2. IP addresses

We may collect information about your computer, including (but not limited to) where available your IP address, operating system and browser type, for system administration. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.

3. Cookies

3.1 The Websites use cookies. Cookies are tiny text files which identify your computer to our server as a unique user when you visit certain pages on the Websites and they are stored by your Internet browser on your computer's hard drive. Cookies can be used to recognise your Internet Protocol address, saving you time while you are on the Websites.

3.2 We only use cookies for your convenience in using the Websites and not for obtaining or using any other information about you (for example targeted advertising). Your browser can be set to not accept cookies, but this would restrict your use of the Websites.

3.3 If you want to find out more information about cookies, go to <http://www.allaboutcookies.org> or to find out about removing them from your browser, go to <http://www.allaboutcookies.org/manage-cookies/index.html>.

3.4 Please note that we collect data from the Websites about use of the Websites using a web analysis tool which uses cookies that are (able to be) used to generate pseudonyms for a user's profile. This means that use cookies (which may be stored on your computer after you leave a Website) can store information about your visit.

3.5 Please also note that our suppliers and partners may also use cookies, over which we have no control.

3.6 MHM uses the following cookies:

MHM uses Google Analytics, which uses cookies. The latest information on those cookies be found here: <https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>

Name	Expiration date	Purpose
SeenLanguageChoice	31 st December 2020	Stores whether the visitor has seen the Culture Segment Tool language selector
PHPSESSID	End of session	Stores a unique identifier to enable the visitor to be remembered across page views

3.7 Audience Voice uses the following cookies:

Audience Voice uses Conformat, which uses cookies. The latest information on those cookies can be found here: <https://www.conformat.com/Cookie-Policy/>

Name	Expiration date	Purpose
PHPYII session cookie	End of session	This cookie is used to store a session token so we can track members between pages to provide the best user experience for every member.
PHPSESSID cookie	End of session	This cookie is used to remember you across different pages of Audience Voice. Without a session cookie, we wouldn't be able to keep you logged in, filter the information you see or trust the information you submit. The cookie is only a unique id for your visit

		and doesn't itself contain personal information or have the ability to interact with your computer.
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4. Where we store your personal data

- 4.1 The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. This includes, without limitation, staff engaged in, among other things, contributing to the Information or the Research Activities. By submitting your personal data to us or a Website, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy and Cookies Policy.
- 4.2 All information you provide to us is stored on our secure servers. We use industry standard security and firewalls on our servers. Where we have given you (or where you have chosen) a password which enables you to access certain parts of a Website, you are responsible for keeping that password confidential. We ask you not to share a password with anyone.
- 4.3 We maintain physical, electronic and procedural safeguards in connection with the collection, storage and disclosure of your information. Our security procedures mean that we may occasionally request proof of identity before we disclose personal information to you.
- 4.4 Unfortunately, the transmission of information via the Internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to a Website; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

5. Uses made of the information

- 5.1 We use information held about you in the following ways:
 - 5.1.1 To ensure that content from the Websites is presented in the most effective manner for you and for your computer.
 - 5.1.2 To provide you with information regarding other activities with which we are involved and that we think you may be interested in.
 - 5.1.3 To enable us to consider your suitability for specific research activities, to process your responses to those activities, and to administer credits and rewards that you may have earned.
 - 5.1.4 To personalise the way any content is presented to you on Audience Voice.
 - 5.1.5 To make available the Information and the Research Activities.
 - 5.1.6 To manage the Websites, detect fraud or Website abuses, send you information relevant to the Websites and in case we have any queries.
 - 5.1.7 To improve the Websites.
 - 5.1.8 As part of our efforts to keep the Websites safe and secure.
 - 5.1.9 To measure or understand the effectiveness of the Websites, the Information, the Research Activities, and any advertising we serve to you and others, and to deliver the Information, the Research Activities and any advertising to you.
 - 5.1.10 To anonymise and analyse the data to produce insight reports for our clients.
 - 5.1.11 To carry out our obligations arising from any contracts entered into between you and us and to provide you with the information and services that you request from us.
 - 5.1.12 To notify you about changes to the Information or the Research Activities.
 - 5.1.13 To allow you to register for an account on Audience Voice, which may include, but is not limited to, sending an email to you to confirm your details.
 - 5.1.14 To give you a new password if you have forgotten it.

- 5.2 We may also need to use your contact details and other information for any aspect of the Website (including, without limitation, providing user support, preventing or investigating prohibited activity, enforcing the Terms and verifying information).
- 5.3 We may pass personal data to our third-party suppliers that assist us in providing the Information or the Research Activities.
- 5.4 We may transfer our databases containing your personal information if we sell our business or part of it to an actual or potential purchaser.
- 5.5 We may transfer our databases containing your personal information and/or your details to other businesses within our corporate group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006.
- 5.6 We may transfer our databases containing your personal information and/or your details if we are under a duty to do so in order to comply with any legal obligation, or in order to enforce or apply the Terms and other agreements; or to protect our rights, property, or safety, our customers, or others.
- 5.7 We may also disclose your details as described elsewhere in this Privacy and Cookies Policy.
- 5.8 Other than as set out in this Privacy and Cookies Policy, we shall NOT sell or disclose your personal data to third parties without obtaining your prior consent unless this is necessary for the purposes set out in this Privacy and Cookies Policy or unless we are required to do so by law.

6. Other jurisdictions

- 6.1 We adhere to applicable privacy and data protection laws in other countries in which we operate (including, but not limited to, Australia and New Zealand). Where we refer to personal data, as defined in the Act, in this Privacy and Cookies Policy, we also include within that definition any data considered as personal data or information under such laws in such countries.
- 6.2 If you want to change your responses to any research activity after submitting them to us, you are able to contact us directly for this purpose by emailing us at theteam@audiencevoice.com. In respect of Australian laws, this is in accordance with the provisions of Law No. 78-17 concerning Data Processing and Civil Liberties, dated 6 January 1978.

7. Other websites

The Website may, from time to time, contain links to and from the websites of our partner networks and affiliates. If you follow a link to any of those websites, please note that those websites have their own privacy policies and that we do not accept any responsibility or liability for those policies or the actions of those third parties. Please check those policies before you submit any personal data to those websites.

8. Your rights

- 8.1 You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us at hello@mhminsight.com.
- 8.2 You can unsubscribe from:
 - 8.2.1 Audience Voice;
 - 8.2.2 newsletters; or
 - 8.2.3 any other registration for MHM, the Information or the Research Activities;by contacting us on theteam@audiencevoice.com or, if appropriate, using the functionality available in your account section on Audience Voice.
- 8.3 The Act gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act. Any access request may be subject to a fee of £10 to meet our costs in providing you with details of the information we hold about you.

9. Consent

- 9.1 By submitting data to us and using the Website, you consent to our use of your data and of anyone you represent in the manner set out in this Privacy and Cookies Policy (as amended from time to time, as described below) and you are responsible for ensuring that you have authority to consent on behalf of anyone about whom you submit data to us.
- 9.2 Please note that you can revoke any consent you have given us under this policy at any time by contacting us on theteam@audiencevoice.com, and referencing this Privacy and Cookies Policy in the email subject line, using the body of the email to say what consent you are revoking.

10. Changes to our Privacy and Cookies Policy

Any changes we may make to this Privacy and Cookies Policy in the future will be posted on the Websites and, where appropriate, notified to you by e-mail. Each time you enter a Website, you agree that the Privacy and Cookies Policy current at that time shall apply to all information held by you.

11. Contact

- 11.1 Questions, comments and requests regarding this Privacy and Cookies Policy are welcomed and should be addressed to hello@mhminsight.com
- 11.2 If you wish to complain about a breach of applicable privacy or data protection law, or this Privacy and Cookies Policy, please be in touch:
- 11.2.1 by telephone on +44 (0) 161 839 3311;
 - 11.2.2 by email at hello@mhminsight.com; or
 - 11.2.3 at Morris Hargreaves McIntyre, 50-54 Copperas St, Manchester M4 1HS.

This Privacy and Cookies Policy was most recently updated on 31st November 2016.