



## Privacy Notice – Survey respondents

This privacy notice tells you about the information we collect from you when you agree to participate in a face-to-face or online survey for Morris Hargreaves McIntyre. In collecting this information, we are acting as a data controller and, by law, we are required to provide you with information about us, about why and how we use your data, and about the rights you have over your data.

### Who are we?

We are Morris Hargreaves McIntyre. Our address is 50-54 Copperas Street, Manchester M4 1HS. You can contact us by post at the above address, by email at [hello@mhminsight.com](mailto:hello@mhminsight.com) or by telephone on +44 (0)161 839 3311.

We have chosen to appoint a data protection officer: enquiries about our use of your personal data should be addressed to Simon Entwistle at the contact details above.

### What personal data do we collect?

The personal information that we collect from you in our surveys may include, but is not limited to, the following:

- demographic data such as your age, gender, educational background and job role
- information you provide relating to your opinions, attitudes, experiences and use of client products or services

We may also collect, process and store the following special categories of more sensitive personal data: ethnic origin; religion and sexual orientation.

When you participate in a face-to-face or online survey and consent to be contacted for further research, quality control purposes or entry into a free prize draw, we ask you for your name, your email address and your telephone number.

If you win a prize draw or are entitled to receive an incentive from us for completing a survey, we will also ask for your bank account details in order to process payment.

### Why do we collect this information?

We may use your personal information:

- to provide research services to our clients;
- to contact you for your views on our client's products and services;
- to analyse the data for research purposes;

For further research, we collect this information so that we can invite you to take part in a telephone interview, an online questionnaire or an invitation to a discussion group covering the topics of arts, media, leisure or tourism.

For quality control, we collect this information so that we can contact a proportion of people who took part in our survey to check you were interviewed in a friendly and professional manner and that your responses were accurately recorded. This is in accordance with the Market Research Society Code of Conduct 2014.

For prize draws, we collect this information so that we can enter your details into a prize draw and notify you if you have won.

### **What do we do with your information?**

Your information is stored by our survey software provider (Snap Surveys).

We have a contractual agreement with Snap that commits them to providing an appropriate level of safeguards for your personal data. It is not sent outside of the European Economic Area (EEA). Snap's Privacy Policy can be accessed here:

<https://www.snapsurveys.com/survey-software/privacy-policy-uk/>

We will not use the information to make any automated decisions that might affect you.

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

### **How long do we keep your information for?**

We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for. 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.

If you give us your consent to contact you about your potential participation in further research we will keep your information for a period of 12-months. At the end of this period, we will re-contact you to ask your consent for a further 12-months.

For quality control purposes, one of our researchers will contact you within 4 weeks of the date of your interview to check you were interviewed in a friendly and professional manner and that your responses were accurately recorded.

If you give us your consent to be entered into a free prize draw, the draw will take place and the winner notified within 6 weeks of the closing date.

### **Your rights over your information**

By law, you can ask us what information we hold about you, you can see it, and you can ask us to correct it if it is inaccurate.

You can also ask for it to be erased and you can ask for us to give you a copy of the information.

You can also ask us to stop using your information at any time, either by emailing, writing or telephoning us using the contact details above.

### **Your right to complain**

If you have a complaint about our use of your information, you can contact the Information Commissioner's Office via their website at [www.ico.org.uk/concerns](http://www.ico.org.uk/concerns) or write to them at:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF