

PRIVACY POLICY FOR MARKET RESEARCH

Introduction and General Terms

In this policy “We”, “Us” and “Our” means The Knowledge Partnership (including the sub-brand The World 100 Reputation Network) incorporated and registered in England and Wales with company number 5161126 and whose registered office is at 14 Beech Hill, Otley LS21 3AX. We are a higher education consultancy and undertake market research activity for a range of clients on this market.

This is our Privacy Notice in relation to market research activities. Your privacy is important to us. We take great care in protecting your privacy and the information you provide whilst conducting research with us, particularly any personal information which we may obtain from you by phone, questionnaires and other correspondence or in person. We will ensure that all personal information supplied is processed in accordance with applicable Data Protection legislation including

- The EU General Data Protection Regulation (GDPR) 2018
- Data Protection Act 2018
- Market Research Society’s (MRS) Code of Conduct
- ICC/ESOMAR (European Society for Opinion and Marketing Research) International Code on Market and Social Research

If you have any questions please contact admin@theknowledgepartnership.com

We are the Data Controller for this project, as defined by GDPR and the Data Protection Act.

What information will we collect from you?

The personal information that we collect from you will vary depending on the research project. It may include, but is not limited to, the following information about you:

- name
- demographic data such as your date of birth, gender, educational background; region you live in, domicile country;
- contact data such as email address; phone number;
- image and/or voice captured through photography, filming, videotaping and/or audio recording;
- any other information which may be collected in the course of our interactions with you for market research purposes.

We collect this data on the basis of legitimate interest. We only retain your data for a limited time period (see below) and only for the purpose of fulfilling our obligations for this research project unless you consent to ‘follow up’ (see below)

How we use your Information?

Both your responses and any personal information provided to The Knowledge Partnership (TKP) are confidential and will be accessed only by the relevant project team at TKP, for data analysis, quality control purposes. If you consent, we will also communicate with you to follow up with any information you might have requested (such as access to summary findings or more information about one of our products or services).

The personal information we collect is:

- Combined with the responses/views/opinions of others who participated in the same research and reported back anonymously to the client that commissioned the study
- Used on an aggregated basis to determine which groups of people (categories) think certain things more than others,
- Used to administer and operate prize draws/incentives (further details on this use of personal information can be found in the applicable prize draw/incentivisation terms and conditions available on request or at the point of undertaking the research)
- Occasionally used to re-contact you to validate your responses or to engage in further research (if you have consented to us doing so).

All of your survey responses are treated as confidential. We will never intentionally disclose your personal information or individual survey responses to the client that commissioned the study or any third parties unless you request or consent to sharing your identifying information and individual responses. When consent is sought, we will follow market research society guidelines to ensure we are specific on what data will be shared.

Retention Period and Security

Where possible, personal data will be removed from any data stored through pseudonymisation as soon as possible in the analysis process.

If personal data is stored, quantitative survey data is retained for one year and deleted between 12 months and 18 months after the end of the end of the project and qualitative data is stored for 3 months after project end and deleted between 3 and 6 months after this.

If personal data is collected, it will be removed from the data files and stored separately as soon as possible and deleted between 3 and 6 months after project end.

The Knowledge Partnership maintains appropriate technical, administrative and physical safeguards to protect information, including, without limitation, personally identifiable information, received or collected by us. We review, monitor and evaluate our privacy practices and protection systems on a regular basis.

Who do we share the information with?

We do not share your personal data. We will not sell your personal information to third parties. From time to time we may employ other companies and individuals to perform functions on our behalf. We would inform you of this if applicable. They will have access to the personal information needed to perform their functions but will not use it for other purposes. They must also process the personal information as set out in this Privacy Notice and as permitted by the UK's Data Protection Act/laws.

Queries

Your co-operation in any survey from The Knowledge Partnership is voluntary at all times, and we are always thankful for your help. If you have any queries concerning this policy, our website or our research, or would like to access the information we hold about you (via a subject access request), please contact us on admin@theknowledgepartnership.com. There would be a fee of £50 for processing a subject access request. If you have any concerns about our activity, you have the right to lodge a complaint with the UK supervisory authority which is the Information Commissioners Office (ICO) Email dpo@ico.org.uk or helpline tel. number 0303 123 1113