

PRIVACY POLICY

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 this specific market research study. 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. 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

Data Controllers and Responsibilities

For this project, we are Joint Controllers with the universities participating in the research and have a transparent arrangement where roles and responsibilities for the project have been agreed:

- Universities are responsible for inviting their own students, staff and alumni to take part in the research
- We are responsible for the survey, data collection, data processing and analysis.
- Data storage (for an agreed and limited time period - except as aggregated, non -personalised data) is primarily our responsibility. Universities will be responsible for the storage (and subsequent deletion) of personal data relating to prize draw winners.
- Your own university is the other Joint Controller for this project. They maintain responsibility for their internal databases used for this activity - no contact information is shared with us, but if you choose to respond to the survey then we might collect your personal data.
- All data collected and processed is done so on the basis of legitimate interest, except if we are collecting email addresses for a prize draw - this will be on the basis of consent.

What information will we collect from you?

The personal information that we collect from you for this project is limited and will be combined with the responses of others who participate in the project and reported anonymously.

How we use your Information?

Both your responses and any personal information provided to The Knowledge Partnership (TKP) or the University are confidential and will be accessed only by the relevant project team at TKP, for data analysis, quality control purposes and administering of a prize draw (if you opt-in) only.

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 clients 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 (if applicable and you agree to participate in the prize draw) 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.

Who do we share the information with?

We do not share your personal data. We will not sell your personal information to third parties.

Only aggregated anonymised data will be used in project reporting. Where individual universities request raw data, we will ensure that it is thoroughly cleaned of all identifiers prior to transfer.

The exception to the above is the sharing of names and contact details of the prize draw winners where a prize applies and is administered by the university. There is a separate privacy notice relating to prize draws which is only applicable to respondents who consent to their personal details being shared for the purpose of the prize draw. Not all surveys for the project include a prize draw. If applicable, this Privacy Policy will be made available to any respondent at the point of entry. All prize draws are optional.

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 project. As this is a Tracker study, only aggregated summary data will be retained for longer in order to provide trends. Any qualitative data, including open-ended comments, 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.

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 or the university 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.