

Privacy Policy

Durnin Research Ltd is committed to protecting the privacy of all our clients, partner and users. This Privacy Policy extends our commitment to ensure that the data we collect and process for the services we offer are subject to adequate protection and respect of our users' privacy.

This Policy sets out how we collect store and use information about individuals and organisations. It will be continuously assessed against new technologies, business practices and the changing needs of everyone we deal with. We are registered under and process data in accordance with the Data Protection Act 1988 and the General Data Protection Regulations.

Durnin Research Ltd's Data Protection Officer is Jonathan Durnin (jon@durninresearch.uk)

Data Collection

We collect and processes data about you when:

- You sign up to receive email newsletters
- You complete surveys that we use for research purposes
- You visit our website, leaving information about your computer and visits
- You contact us via phone, email or in person, when we may keep your contact details

Two different sets of personal data may be collected, as below:

1. Personally-Identifiable Information such as e-mail addresses, and 'click stream' data that tracks visitor activity on a Web site or online service.
2. A subset of that category, Sensitive Data, deserves additional safeguards. Sensitive Data includes, by way of example, Clients' confidential data, survey data, employees Income Tax and National Insurance numbers, interview notes, CV's, etc. Sensitive data deserves and will be given more protection.

Use of Personal Data

Durnin Research Ltd collects Personally-Identifiable Information and Sensitive Data only when there is a legitimate business need to do so or when such information is made available to us with your consent. We will inform you about why we are collecting Personally-Identifiable Information and how we intend to use it. We need to collect and store your name, address, and other basic Personally-Identifiable Information, typically to verify that you are eligible to complete a research survey, and to be eligible for a survey prize.

Durnin Research Ltd will keep survey data for three years after the close of a project, unless contractually obliged to keep it for longer. However, once a project has closed, all personal data (i.e. ISP and email addresses) is deleted after 1 month.

Transfer and Data Sharing

Where there is a legitimate business need to do so, we may pass your information between different sites of Durnin Research Ltd. Our offices are listed on this website and updated as appropriate.

We will never share personally-identifiable information about you unless you have authorised us to do so or in circumstances in which we are obliged to do so by law. Durnin Research Ltd does not sell personal data in any



form, including mailing lists. All the personal data gathered is exclusively for internal use. Durnin Research Ltd keeps a live database on personal data currently held, who has access to this data and where it is stored.

Durnin Research Ltd requires all associates and sub contractors to sign up to a Data Sharing Agreement and to adhere to the Data Protection Act 1988 and the General Data Protection Regulations.

Security and Data Protection

We will maintain appropriate safeguards to ensure the security, integrity and privacy of your Personally-Identifiable Information. If your relationship with us includes providing us with Sensitive Data, we will protect that information with extra care. We will not disclose sensitive Data to any third parties and if you so request, will give you the chance to opt out of sharing this information within our own organisation. However, the internet is not a secure environment and we cannot guarantee absolute security of any information sent to us.

Links to other websites

Where appropriate, we may present direct links to websites owned and operated by third parties. This Policy does not cover those external websites. We are not responsible for the privacy policies or the content of any linked websites, whether you access such site from our site or access this site from a linked site.

Access, Review and Correction

You may request details of personal data held by us. We will take all reasonable measures to ensure that the personal data we hold about you is accurate. We have also implemented procedures to enable you to review and correct your personal information, should there be any errors. When you make a request to access or review the personal data we hold about you, we will request you to verify your identity before the request can be fulfilled.

Such requests can be made by contacting jon@durninresearch.uk or by making a written request to Durnin Research Ltd, 21 The Point, Rockingham Road, Market Harborough, Leicestershire LE16 7NU.

Policy Implementation

Durnin Research Ltd will continue to oversee implementation of and compliance with our Policy and will adapt the Policy to reflect changes in technology and the expectations of everyone we deal with. This includes:

- Having data processing agreements with all contractors supporting our research.
- Following the ICO code of practice'

Durnin Research Ltd's Privacy Policy has been developed out of respect for the privacy preferences and choices of our candidates, suppliers, clients, associates and staff. We have established procedures to ensure that every reasonable effort is made to address your concerns. If you have any questions or comments on data protection, please contact us using the details above. If you have a complaint about our handling of data, please contact us in the first instance, so we can address the problem directly. If you feel your complaint on inquiry has not been handled correctly, you have the right to approach the Information Commissioner's Office www.ico.org.

