

# PRIVACY POLICY

## *Introduction*

At Relish Research Ltd, we take your privacy seriously and this privacy statement explains what personal data or information we collect from you and from people who visit our website and how we use it.

If you have any questions regarding this statement and our privacy practices, please contact us by email [mydata@wearerelish.com](mailto:mydata@wearerelish.com) or by post at Relish Research, 2nd Floor, 3 Angel Walk, Hammersmith, London, W6 9HX. Alternatively, you can telephone us on 0208 994 2333.

For the purposes of Data Protection Relish Research is a data controller, our ICO registration is ZA063690.

## *What does this policy cover?*

This Privacy Policy applies only to your use this website, <https://wearerelish.com/> ("Our Site"). Our Site may contain links to other websites. Please note that we have no control over how your data is collected, stored, or used by other websites and we advise you to check the privacy policies of any such websites before providing ant data to them.

## *What is personal data?*

Personal data is defined by the UK GDPR and the Data Protection Act 2018 (collectively, "the Data Protection Legislation") as 'any information relating to an identifiable person who can be directly or indirectly identified by reference to an identifier'.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

## *What personal data or information do we collect?*

The personal information we collect may include your name, email address, mobile phone number, details about your enquiry, or role you are seeking, IP address and information regarding what pages you access on this website, and when we conduct market research.

## *How do we collect data or information from you?*

We collect data or information about you when you use our website, or when you make an enquiry about our products or services, enquire about a job opportunity, or if you register to participate in any of our market research studies.



## *How is your information used?*

We collect your personal data or information to operate our business effectively and provide you with the best information on our products and services.

We may use your information to:

- ❑ To carry out our obligations arising from any contract or contract negotiations entered into by you or us as a client or prospective client.
- ❑ Process an enquiry that you have made to us.
- ❑ To contact you to discuss business opportunities or products and services that we believe may be of interest to you.
- ❑ To process a job application.
- ❑ Send you communications that you have requested, for example an enquiry to become a market research participant.
- ❑ To invite you to participate in a market research project.
- ❑ To validate an answer(s) you may have given in a recent study we conducted.
- ❑ To confirm you participated in research project.
- ❑ To monitor attendance in research projects to ensure that participants do not over-attend research.

We believe that all of these purposes are justified on the basis of our legitimate interest in running and promoting our business, our contractual requirements to deliver agreed products or services to you, and to fulfil our legal obligations. For the purposes of completing qualitative and quantitative research, we rely on consent.

Where permitted by law, we may use client and prospective client personal data for marketing purposes, which may include contacting you by email, telephone, **or** text message with information, news, and offers on our services. You will not be sent any unlawful marketing or spam. We will always work to fully protect your rights and comply with our obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out.



## Details of our processing

	Type of Data Held	Length of Time Held	How Data is Held
Prospective Clients	<ul style="list-style-type: none"><li>Name and contact information</li><li>Information and documents relating to the services we are quoting, including communications with you.</li></ul>	We will retain information about you for the duration of the enquiry, then a further 3 years.	Data is stored on secure UK-based servers
Job Applicants	<ul style="list-style-type: none"><li>Name and contact information</li><li>CV and application form.</li><li>Interview notes (<i>for those short-listed</i>)</li></ul>	We will retain information about you for the duration of the recruitment campaign, then one year.	Data is stored on secure UK-based servers
Relish Research Participants	<ul style="list-style-type: none"><li>Contact details</li><li>Photos/video</li><li>Completed surveys &amp; tasks</li><li>Profiling information (demographic)</li><li>Opinions</li></ul>	<p>Where recruited through client sample, we will retain identifiable information about you for the lifetime of the project, then for an additional 2 years.</p> <p>Where recruited through 3<sup>rd</sup> party suppliers or Relish direct, we will retain identifiable information about you for 2 years.</p>	Data is stored on servers based within the EEA and the USA (therefore transferred outside the EEA). Processors with a server based in the USA use EU Standard Contract Clauses to transfer data to the US.



## *Who has access to your information?*

We will never try to sell you anything and we will never sell your personal data to anyone. That is not our business. We are not telemarketers or direct marketers. We are market researchers interested only in your opinions.

We may pass your information on to our third-party service providers, agents, or subcontractors (e.g., panel companies, qualitative fieldwork agencies) for the purposes of completing a task or providing services to you on our behalf (for example to recruit people to attend research sessions or process research responses). However, we disclose only the personal information necessary to deliver that service and have a contract in place that requires them to keep your information secure and not to use it for their own marketing purposes.

## *Do we share your personal data?*

We contract with the following third parties to supply services to you on our behalf. These may include payment processing, delivery, and marketing. In some cases, those third parties may require access to some or all your personal data that we hold.

In some limited circumstances, we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority. For example, by a court order or for the prevention of fraud or other crime.

## *Do we transfer your personal data outside of the United Kingdom?*

We store some or all your personal data in countries outside of the UK. These are known as “third countries”. We will take additional steps to ensure that your personal data is treated just as safely and securely as it would be within the UK and under the Data Protection Legislation as follows:

- We will only store or transfer personal data in or to countries that are deemed to provide an adequate level of protection for personal data. For further information about adequacy decisions and adequacy regulations, please refer to the [Information Commissioner’s Office](#).
- We will use specific approved contracts which ensure the same levels of personal data protection that apply under the Data Protection Legislation. For further information, please refer to the [Information Commissioner’s Office](#).

Please contact us using the details at the beginning of the privacy notice for further information about the data protection safeguards used by us when transferring your personal data to a third country.

The security of your personal data is essential to us, and to protect your data, we take several important measures, including the following:

- limiting access to your personal data to those employees, agents, contractors, and other third parties with a legitimate need to know and ensuring that they are subject to duties of confidentiality.



- procedures for dealing with data breaches (the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, your personal data) including notifying you and/or the Information Commissioner's Office where we are legally required to do so.

## *Your Choices & Rights*

We understand that you trust us with your personal information, and we are committed to ensuring you can manage the privacy and security of your personal information yourself.

With respect to the information relating to you that ends up in our possession, and recognising that it is your choice to provide us with your personal information, we commit to giving you the ability to do all of the following:

- You can verify the details you have submitted to Relish Research by contacting us by email: [mydata@wearerelish.com](mailto:mydata@wearerelish.com) or phone 0208 994 2333. Our security procedures mean that we may request proof of identity before we reveal information, including your e-mail address and possibly your address.
- You can always feel free to update us on your details at any point by sending an email to [mydata@wearerelish.com](mailto:mydata@wearerelish.com)
- You can unsubscribe from receiving marketing emails from us by clicking the "unsubscribe" link at the bottom of any email. Once you do this, you will no longer receive any emails from us.
- You can request a readable copy of the personal data we hold on you at any time. To do this, please contact us via email [mydata@wearerelish.com](mailto:mydata@wearerelish.com) .

You also have the right to lodge a complaint about our processing with the UK's Information Commissioner's Office (<https://ico.org.uk/>).

## *Changes to this privacy notice*

We keep our privacy notice under regular review. This privacy notice was last updated on 27/04/2022.