

PRIVACY POLICY

Introduction

At Relish Research Ltd, we take your privacy seriously. 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 email us at mydata@wearerelish.com or post us at Relish Research, 5.01 The Place, 175 High Holborn, London, WC1V 7AA. Alternatively, you can telephone us on 0208 994 2333.

For 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 of 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 any 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'.

In simpler terms, personal data is any information about you that enables you to be identified. It includes obvious information, such as your name and contact details, but it also includes 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, make enquiries about our products or services, inquire about a job opportunity, or 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.
- ☐ Contact you to discuss business opportunities, products, and services that may interest you.
- ☐ To process a job application.
- ☐ Send you the requested communications, such as an enquiry about becoming 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 a research project.
- ☐ To monitor attendance in research projects to ensure that participants do not over-attend research.

These purposes are justified based on our legitimate interest in running and promoting our business, our contractual requirements to deliver agreed-upon products or services to you, and our legal obligations. We rely on consent to complete qualitative and quantitative research and to store cookies on your device(s).



Details of our processing

	Type of Data Held	Length of Time Held	How Data is Held
Prospective Clients	<ul style="list-style-type: none">• Name and contact information• Information and documents relating to the services we are quoting, including communications with you.	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">• Name and contact information• CV and application form.• Interview notes (<i>for those short-listed</i>)	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">• Contact details• Photos• Video & Audio• Completed surveys & tasks• Profiling information (demographic)• Opinions	<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 3rd 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.
Website Visitors	<ul style="list-style-type: none">• Technical Information including internet protocol (IP) address, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website.	From your use of our website either via a computer or mobile device, using cookies.	Data stored in the EEA.



Who has access to your information?

We will never try to sell you anything or 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) to complete a task or provide 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 that requires them to keep your information secure and not to use it for their marketing purposes.

Do we share your personal data?

We contract with the following third parties to supply services to you on our behalf: payment processing, delivery, transcription services 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 specific personal data, including 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 to prevent 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:

- The ICO issued an adequacy decision to the third country.
- Use the ICO’s International Data Transfer Agreement or UK Addendum to the EU Standard Contract Clauses.
- The organisation is registered in the US with the Data Privacy Framework.

The security of your data is essential to us, and to protect your data, we take several necessary 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 the Information Commissioner's Office where we are legally required.

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.

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 at mydata@wearerelish.com or by phone at 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
- ☐ 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 our emails.
- ☐ 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 at mydata@wearerelish.com.

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

How do we use cookies?

How Do You Use Cookies?

Cookies are small text sent to your browser by a website you visit. They help that website remember information about your visit, making it easier to revisit the site and make the site more useful to you. Other technologies can also be used for these purposes, including unique identifiers used to identify a browser, app or device, pixels, and local storage. Cookies and other technologies described throughout this page can be used for the below purposes.

Functional & Necessary Cookies

Cookies and other technologies used for functionality allow you to access features that are fundamental to a service. Things considered essential to a service include preferences, like your choice of language, information relating to your session, such as the content of a shopping cart, and product optimisations that help maintain and improve that service.



Cookie Name	Purpose	Expiration (cookie lifespan)	Essential (Strictly Necessary)
Cookieyes-consent	CookieYes sets this cookie to remember users' consent preferences so that their preferences are respected on subsequent visits to this site. It does not collect or store any personal information about the site visitors	1 year	Strictly Necessary
_cf_bm	This cookie, set by Cloudflare, is used to support Cloudflare Bot Management	1 hour	Strictly Necessary
_cfuid	Calendly sets this cookie to track users across sessions to optimise user experience by maintaining session consistency and providing personalised services.	Session	Strictly Necessary
Elemontor	The website's WordPress theme uses this cookie. It allows the website owner (Relish) to implement and change the website's content in real-time.	Never	Strictly Necessary
wpEmojiSettingsSupports	WordPress sets this cookie when a user interacts with emojis on a WordPress site. It helps determine if the user's browser can display emojis properly.	Session	Strictly Necessary

Analytics / Advertising Cookies

Cookies and other technologies used for analytics help collect data that allows services to understand how you interact with a particular service. These insights enable services to improve content and build better features that enhance your experience.

Some cookies and other technologies help sites and apps understand how visitors engage with their services. For example, Google Analytics uses cookies to collect information and report site usage statistics without personally identifying individual visitors to Google. '_ga', the main cookie used by Google Analytics, enables a service to distinguish one visitor from another and lasts two years. Any site implementing Google Analytics, including Google services, uses the '_ga' cookie. Each '_ga' cookie is unique to the specific property, so it cannot be used to track a given user or browser across unrelated websites.

Google uses cookies for advertising, including serving and rendering ads, personalising ads, limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing and measuring the effectiveness of ads.



Cookie Name	Purpose	Products	Expiration (cookie lifespan)	Domains
_ga	To calculate visitor, session and campaign data and track site usage for the site's analytical report. The cookie stores information anonymously and assigns a randomly generated number to recognise unique visitors.	Google Analytics	1 year, 1 month, 4 days	Wearerelish.com
ga*	To store and count page views.	Google Analytics	1 year, 1 month, 4 days	Wearerelish.com
hjSessionUser*	To ensure data from subsequent visits to the same site is attributed to the same user ID, which persists in the HotJar User ID, which is unique to that site.	HotJar	1 year	Wearerelish.com
hjSession*	To ensure data from subsequent visits to the same site is attributed to the same user ID, which persists in the HotJar User ID, which is unique to that site.	HotJar	1 hour	Wearerelish.com

To learn more about how Google uses cookies, please read the [Google Privacy & Terms](#).

Performance Cookies

These cookies allow us to count visits and traffic sources to measure and improve our site's performance. They help us know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and, therefore, anonymous. If you do not allow these cookies, we will not know when you have visited our site and will not be able to monitor its performance.

Managing Cookies in Your Browser

In addition to the controls that we provide, you can choose to enable or disable Cookies in your internet browser. Most internet browsers also allow you to decide whether you wish to disable all Cookies or only third-party Cookies. Most internet browsers accept Cookies by default, but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device.

You can delete Cookies on your computer or device at any time. However, you may lose any information that enables you to access Our Site more quickly and efficiently, including, but not limited to, login and personalisation settings.

It is recommended that you keep your internet browser and operating system up-to-date and consult the help and guidance provided by the developer of your internet browser and the manufacturer of your computer or device if you are unsure about adjusting your privacy settings.



Managing Other Technologies in Your Apps and Devices

Most mobile devices and applications allow you to manage how other technologies, such as unique identifiers used to identify a browser, app, or device, are set and used. For example, the Advertising ID on Android devices or Apple's Advertising Identifier can be managed in your device's settings. In contrast, app-specific identifiers may typically be handled in the app's settings.

How do I change my Cookie Settings?

You can alter your cookie preferences by clicking the Cookie Yes icon (bottom left of the home page).

Changes to this privacy notice

We keep our privacy notice under regular review. This privacy notice was last updated on 12/05/2025.