

The Josephine Shaw Partnership Ltd

Privacy Notice and Cookie Policy

Our contact details

The Josephine Shaw Partnership Ltd

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www.josephineshawpartnership.com

www.humanthinkers.com

Contact re Data Protection: Josephine Shaw

We take privacy very seriously. This notice explains what we (The Josephine Shaw Partnership Ltd and our sister project, Human Thinkers) collect, what we do with that information and your rights.

What sort of information we collect

This could vary from project to project. We run market research projects for client companies and organisations, usually face to face, sometimes online, to which we invite participants. We often hire another company to find and invite people to come our discussions, interviews or workshops, and once they have found the people we are looking for, they will typically send us:

- Names of participants
- Their telephone numbers
- Their email addresses
- Their address (sometimes)

We need this information in case we need to contact participants to confirm travel arrangements or attendance etc

They will also include some other information like:

- Age
- Gender
- Social class or occupation
- The answers to some questions we may have asked about buying habits or attitudes to certain topics etc

We need these things to check that we are hearing from the kinds of people our clients have asked us to contact for each project.

How we collect and use personal data

We collect personal data in a number of ways.

Typically, information about who is taking part in our projects is sent to us by the recruitment company with whom we are working, as mentioned above, in a password protected file. The password is always emailed separately to the details themselves and is kept fully confidential to us.

Sometimes, a client might ask us to hear from people whose details are held on a database of their own and they will give us, or our recruitment partner company, access to this. This database will typically include the types of information detailed above. It may include other information too. We are only allowed to see this information if those on it have given our client company permission for this and this will be covered by our client's data and privacy policies.

Occasionally, we may be asked to use data held on a third party, or publicly available database.

During research projects, we will usually record the discussion using audio and/or video means. We will explain this before the discussion starts so that everyone knows. This provides a record of the event to which we can return afterwards for review purposes or to remind ourselves of certain points made etc. Typically, the only person who will view/hear this material will be the person who led the discussion itself. Occasionally, individuals from our client company will ask to hear or see it and if we grant permission for this it is on the basis that it is confined *only* to those directly involved in the project.

Like all organisations, under the *General Data Protection Regulation (GDPR)*, we have a duty to process any personal data legitimately (since Britain left the EU, the GDPR has been transferred in to British law). We do this by ensuring that we meet at least one of the following criteria:

- Your consent has been given, including parental consent for under 16s. You are able to remove your consent at any time. You can do this by contacting us.
- We have a legal obligation under UK law to process it a certain way.
- We have a legitimate interest. This might include our internal quality control purposes, consent audits or any activities where it is not practical or possible to get consent.

Sharing data

There are only a very small number of circumstances in which we would share any personal information.

First, we might give a partner company some limited details if they need it to make a project happen with us. For example:

- A conference or viewing facility we are working with for example – we might give them your name and telephone number if we would like them to phone to check travel arrangements and give you directions etc to one of our sessions.
- A videographer might be joining us to record an interview. We might need to give him/her your name and contact details if, for example, we are holding that interview at your home or workplace.
- A transcriber might be asked to produce a write up of the discussion from a recording, and so may hear you introduce yourself on that recording.
- A partner research agency with whom we are working, and who can offer services or resources that we do not, might need to get in touch with you.

In these circumstances we ensure that all information is transmitted securely and that our trusted partners have appropriate processes in place to protect it.

Second, we may be required by law or public interest to disclose your personal data if we are instructed to by a law enforcement body or a Court.

Beyond this, we do not share your information, unless we have gained your explicit consent to do so. Very occasionally, someone takes part in a research project and demonstrates a particular expertise or holds a particularly interesting viewpoint. We may feel that the project would be enhanced by further, follow up discussion with that person. If this happens, we will approach that individual and gain their clear consent before proceeding.

We never sell your personal information under any circumstances, nor ever try and sell you anything.

When we report on a project, we never identify our participants by name, or use any other indicator that could mean what they said might be traced back to them individually, unless we have asked them explicitly first.

When we use edits of video, audio recordings or photographic materials in our outputs, we at most use a first name only, and usually none at all. No other identifying information is appended.

How we store your information

The information we hold about you is retained for us as long as there is a legitimate business need or legal requirement to retain it. In practice, this means:

1. Personal data we collect and use for research purposes will be held by us for a maximum of 6 months after the project has finished, unless otherwise specified.
- Personal data that is included in a final report or similar will be held by us for 3 years for our internal record keeping and archiving purposes.
 - Photo, video or audio materials that appear in our final outputs may be held by our clients for longer than 6 months and while there is still a valid purpose for its use in connection with the research project. This will be subject to our client's data privacy policy and security measures.
 - Personal data files may exist for up to 6 months in our IT back-up system before being removed.
 - Name and attendance is recorded when you sign your name on paper on arrival at one of our face-to-face projects. We do this to make a record of having paid you a cash sum for your help with the project. This is for accounting/tax and internal quality control auditing purposes. This material may be held by us for up to 5 years and excludes personal data that has originated from a client/third party database.
 - When we send you payment for participating in a project by BACS or other banking transfer system, a record of your bank details will remain in our company bank account history as per legal requirements. When we send you an online voucher, or similar, your email address may be retained by the relevant platform (typically Amazon) and on our account with them.

How we protect your information

We keep your data safe. Any data that might identify you electronically, as described above, is held securely under password protected conditions (requiring two passwords). Only those who need to see it in connection with the undertaking of a project ever do so. Other paper records (attendance records) are held in a secure filing system.

If it is transmitted electronically to any partners or colleagues on a project, as described above, your information is sent using secure methods and it is password protected.

At the end of a project as described above, we destroy records securely.

Your data protection rights

Under data protection law, you have rights including:

Your right of access - You have the right to ask us for copies of your personal information.

Your right to rectification - You have the right to ask us to rectify information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing - You have the right to ask us to restrict the processing of your information in certain circumstances.

Your right to object to processing - You have the the right to object to the processing of your personal data in certain circumstances.

Your right to data portability - You have the right to ask that we transfer the information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

If you would like to exercise your rights as above, email us at info@josephineshawpartnership.com

Regulatory Bodies

You can complain to the ICO if you are unhappy with how we have used your data.

Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Helpline number: 0303 123 1113

In the U.K., our industry regulatory body is the Market Research Society (MRS) and The Josephine Shaw Partnership is bound by the MRS Code of Conduct and associated guidelines. Details can be found at www.mrs.org.uk

Updates To Privacy Policy

We may update this policy from time to time without notice so you should always check that you are referring to the most recent version.

Policy effective date: July 3rd 2021

Policy version: 2/2021



Our Marketing Privacy Policy

We do not engage in marketing activities using data we receive from participants in our projects, or client companies. So any data you supply to us will not be used for these purposes.



Our Cookie Policy

What are cookies?

Cookies are files containing small amounts of information which are downloaded to your computer when you visit a website. Cookies are then sent back to this website on each subsequent visit (1st party cookies) or to another website that recognises that cookie (3rd party cookies).

Why are cookies used?

Cookies do lots of different and useful jobs, such as remembering your preferences and generally improving your online experience. Some cookies collect anonymous data about your computer and browsing history for statistical purposes.

There are different types of cookie

Session cookies enhance the experience of your visit and are deleted when you close your browser.

Persistent cookies last after you have closed your browser and allow the website to remember your actions and preferences.

Strictly necessary cookies are essential in order to enable you to move around the website and use its features.

Performance cookies collect information about how you use the website.

Functionality cookies allow the website to remember choices you make.

What cookies do we use?

Our websites (both josephineshawpartnership.com and humanthinkers.com) are hosted by wix.com. Wix may place cookies on your computer of the sort described above. You can read about Wix's privacy policy at <https://www.wix.com/about/privacy> (especially Section 6).

We also use Google Analytics, to help us analyse how our website is used. The data will capture from this is broad, and we do not to personally identify visitors to our sites. You can learn more about this here <https://support.google.com/analytics/answer/6004245?hl=en> This information is subject to Google's privacy policy <http://www.google.com/policies/privacy/>.

Your choice about cookies

If you want to restrict or block the cookies, you need to do this through the settings for each browser you use and on each device you use to access the internet.

Visit <http://www.allaboutcookies.org/manage-cookies> to learn about blocking cookies on different browsers.

If you do not block cookies from our websites, we will take it that you agree to their use. We may make changes to this policy from time to time, which will be binding under the same agreement. Alternatively, you can accept or reject cookies, even if you have previously selected a different option.