

## Privacy Policy

Scott Porter Research & Marketing respects the privacy of its research participants, and is fully committed to protecting their personal information and using it properly. It is our policy to comply with the Data Protection Act 2018 and the General Data Protection Regulation. The purpose of this policy is to give you a clear explanation as to how Scott Porter collects and uses the personal information you provide to us and that we collect from you when you take part in one of our market research projects, and the rights and choices available to research participants regarding such information.

### About Scott Porter Research & Marketing

Scott Porter Research is a full service independent market research agency based in Edinburgh, Scotland. We conduct genuine research projects on behalf of a range of organisations across the UK using a range of approaches, including: group discussions/ focus groups, depth interviews, in-street and online surveys. We are a member of the UK Market Research Society, and as such are bound by their Code of Conduct.

Scott Porter Research may operate as both a Data Controller when collecting data directly from you, and a Data Processor, when working on behalf of a client who may provide your data to us.

### What information do we collect?

We use freelance recruiters or fieldwork agencies to find research participants for our upcoming projects. They will share with us personal information which can identify you (including your name, telephone number, postal and e-mail address) as well as some other project-specific details they have asked of you (e.g. how frequently you tend to buy the particular product or brand in question or perform a particular activity). They will only pass us this information when you have indicated that you wish to participate in our research and have given your explicit consent for them to do this. You should also check their Privacy Policy when you provide your information to them to understand how they process your data.

On occasions, we may be passed information about you which has been lawfully collected by our clients, who want us to ask you if you would like to participate in a market research project on their behalf. We may also collect your contact details by purchasing lists from suppliers operating within data protection regulations.

It is standard practice for us to audio record and transcribe any focus groups and depth interviews for analysis purposes. On occasion, your data may be collected within video footage of the research sessions. Doing so provides a record of the information you have given us.

In all instances, we always ask for your specific consent for us to collect and retain your data for these specific research purposes and we'll never collect more information than is necessary.

### Consent

The legal basis we usually use to process your data is "consent", although for certain projects it may be "a task in the public interest". If we collect some data that is defined in the legislation as more sensitive (e.g. information about your health), we will be applying an additional condition in law: that the use of your data will be "necessary for scientific or historical research purposes".

Irrespective of the legal basis that applies, we will seek your consent (either orally, or in writing as applicable) to hold and process all personal data about you for each project we undertake. Even if you consent to taking part, you maintain the right to refuse to answer a question, to refuse a method of data collection (e.g. audio or video recording). You may

withdraw your consent at any point in the process; if you wish to withdraw consent *prior to* being interviewed or taking part in the research, you may contact the recruiter or fieldwork agency who first invited you to take part in the research. Should you wish to withdraw your consent to us processing and holding your data *after* you have taken part, then please contact us directly. Please note however, we will not be able to exclude any of the answers you have given after they have been combined with those of other people taking part; we will need to keep the information you have provided as we need to manage the information in specific ways for the research to be reliable and accurate. However, to safeguard your rights, the information at this level will not contain any information that could identify you.

### **What do we use your information for?**

We use your information only for the stated purpose; for an individual research project. Your *personal* information is typically used in-house only so we can reach out to you appropriately (e.g. to arrange to meet and interview you in person or call you via the telephone). We may also use your personal information to later verify that you were approached in the correct and appropriate manner by our recruiters and fieldworkers.

The *other* information you have given us during an interview/group or when responding to a survey is typically collated with other respondents' answers and presented back to our clients at a total level. Your personal information is not used at this time.

### **How long does Scott Porter Research keep your information?**

We commit to retaining your data for only as long as strictly necessary, in line with our Data Retention Procedures which are based on the practical and the legal requirement to hold the data. Unless specified otherwise by a specific client contract, our standard data retention period is one month following completion of the project for any personally identifiable information, and if you have received a monetary incentive for taking part, your name, address and signature only will be retained for a period of seven years in line with legal requirements and tax and accounting rules. Aggregated and analysed (non-identifiable) information will be kept for an indefinite period.

### **Disclosure to third parties and third countries**

We work with recruiters and outsourced partners to recruit participants for market research purposes as well as professional transcribers to enable us to conduct our research projects. Scott Porter Research, and our carefully selected partners, commit to maintaining strict procedures in relation to data security and retention.

Because we conduct market research on behalf of client companies, in certain circumstances, your personal details, audio recordings and/or transcripts of interviews or video footage of research sessions may be passed to our clients (as their own strict data security and retention policies supersede our own). If this is the case, you will be notified of this at consent stage. Be assured however, we will never sell your data, nor will we disclose your personal information to anyone other than our outsourcers and clients without obtaining your express permission.

We do not send personal data to third countries located outside of the EU.

### **Your rights**

You have the right to ensure that any information we collect and hold in relation to you is accurate and up to date. If, at any time, you would like to review the personal information we hold on you, please submit a Subject Access Request (SAR) by writing to our Data Protection officer (contact details below). We commit to responding to your request with full details on any data held about you within a maximum of one month. You also have the right to request any amendments or deletion of your personal data held on file at any time by contacting our Data Protection Officer at the address below. We may need to take some basic details from you to verify your identity and to enable us to retrieve and then update or remove your information.

## Complaints

If you have a complaint about our use of your information, please contact us directly in the first instance so we can address your complaint (details at the foot of this page).

If you have a complaint that you feel cannot be dealt with directly by Scott Porter Research & Marketing, then you have the right to approach the Information Commissioner's Office (ICO) to lodge a complaint against the company.

For information on how to make a data protection complaint you can visit their website (<https://ico.org.uk/concerns/>). You can also contact the ICO via their helpline (telephone: 0303 123 1113).

## Use of Cookies on our website

Like most websites, we use 'cookies' to help make our website, and the way you use it better. Cookies mean that a website will remember you. They're small text files that sites transfer to your computer, phone or tablet. They make interacting with a website faster and easier. Our website uses a cookie for Google Analytics. It does not capture or store your personal details (e.g. name, address), but merely logs the user's IP address which is automatically recognised by the web server. This is used to record the number of visitors to our site and volumes of usage.

You can block cookies by activating the setting on your browser which allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies as soon as you visit the website.

## Your Consent

By using our website, you consent to our website privacy policy.

## Changes to our Privacy Policy

If we decide to change our privacy policy, we will update the Privacy Policy modification date below:

This policy was last modified in: April 2021

## Contacting Us

If you have any questions regarding any of the information in this Privacy Policy, please contact us using the information below.

**The Data Protection Officer  
Scott Porter Research & Marketing Ltd  
4 Ravelston House Grove  
EDINBURGH  
EH4 3LT**

**E-mail: [info@scottporter.co.uk](mailto:info@scottporter.co.uk)**