

Privacy Policy

Objective and Scope

The objective of the Prevision Research Privacy Policy is to demonstrate the company's commitment to respecting and protecting your privacy and personal information by fully complying with the The Privacy and Electronic Communications (EC Directive) Regulations 2003.

This policy should be read in conjunction with the Protection of PII Records Policy for matters related to PII records retention and disposal.

Privacy Principles

Privacy of information or an opinion is about an identified individual, or an individual who is reasonably identifiable: whether the information or opinion is true or not; and, whether the information or opinion is recorded in a material form or not.

By visiting or using the website or Prevision Research services in any manner, you acknowledge that you accept the practices and policies outlined in this Privacy Policy, and you consent that we will collect, use, and share your information in accordance with this policy.

If you do not agree with the terms of our Privacy Policy, please do not continue to visit or use the website, or our services.

Roles, Responsibilities and Authorities

Roles and responsibilities for this policy are assigned to the Operations Director. This role shall take responsibility for ensuring policy is in compliance with The Privacy and Electronic Communications (EC Directive) Regulations 2003.

Where an exception or deviation from an expectation or plan occurs, the senior assigned role shall make the determination in terms of what is an acceptable change. The change management process may need to be enacted.

Legal and Regulatory

Title	Reference
Data Protection Act 2018	https://www.legislation.gov.uk/ukpga/2018/12/contents
General Data Protection Regulation (GDPR)	https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/
The Privacy and Electronic Communications (EC Directive) Regulations 2003	www.hmso.gov.uk/si/si2003/20032426.htm
Market Research Society Code of Conduct	https://www.mrs.org.uk/pdf/MRS-Code-of-Conduct-2019.pdf
Market Research Society Fair Data Principles	https://www.fairdata.org.uk/10-principles/

Privacy Policy

ISO 27001/2 REFERENCES	ISO 27001: 2013 Clause ID	ISO 27002: 2013 Annex A ID	ISO 27001: 2022 Clause ID	ISO 27002: 2022 Control ID
Policy	5.1.2			5.1

Related Information

- [Information Security Policy](#)
- [Protection of PII Records Policy](#)

Policy

Prevision Research only collects, stores and uses personal information for purposes directly related to Prevision Research business, or otherwise as a result of a specific engagement.

This privacy policy covers Prevision Research treatment of personally identifiable information that we gather during the course of Prevision Research business activities, including your use of our website.

This policy does not apply to the practices of companies that Prevision Research do not own or control, or to individuals that we do not employ or manage.

Personal information collected

Prevision Research collects personal information about you when you provide such data directly to us, or when your personal information is automatically collected in connection with your use of our website or Prevision Research services.

Personal information Prevision Research collect directly from you may include:

- name, residential address, occupation, email or telephone
- contact details
- opinions and reactions, including your personal experience
- bank account or financial details
- usernames for third party services

Some personal information is automatically collected when you use the Prevision Research website or take part in an online survey, such as

the following:

- IP address and device identifiers
- web browser information
- page view statistics and browsing history
- usage information
- cookies and other tracking technologies (e.g. web beacons, pixel tags, SDKs, etc.);
- and log data (e.g. access times, hardware and software information).

Privacy Policy

How your personal information is used

Prevision Research process personal information to carry out our business purposes, as well as to operate, improve, understand and personalise our website and services.

For example, Prevision Research may use your personal information to:

- provide services to both public and private sector clients
- undertake general consumer and B2B research surveys
- maintain subscriber records and to promote Prevision Research activities

How your personal information is collected

Wherever possible and appropriate Prevision Research will directly request your consent to collect, hold or share any personal information.

Ways in which Prevision Research collect your personal information include:

- online forms, notes from conversations
- surveys, questionnaires or information associated with accessing and using Prevision Research website
- over the telephone or in person
- in your emails or other correspondence sent to us

In particular circumstances personal information may not be de-identified, in which case Prevision Research will deal with personal information collected in accordance with the The Privacy and Electronic Communications (EC Directive) Regulations 2003, and otherwise in accordance with the specific consent you have provided.

How your personal information is stored

Prevision Research are committed to ensuring the security of your information to prevent unauthorised access or disclosure, maintain data accuracy, and ensure the appropriate use of procedures to safeguard and secure the information Prevision Research collect.

Use of appropriate encryption when collecting or transferring sensitive data

Any personal information Prevision Research collects is held on our UK based server. These systems are password protected, encrypted and, where required, only limited authorised persons are permitted to access the information. Prevision Research are also required to comply with UK government policies in relation to storage and security of information, further information about which can be obtained from the Operations Director on request.

Prevision Research may use third parties to store some personal information on servers in Europe, but only where steps have been taken to ensure that the third parties comply with Prevision Research privacy obligations and where to do so does not breach Prevision Research obligations to our clients and website users. Third parties are required to store data in an encrypted format.

Privacy Policy

Your rights in relation to personal information being held by Prevision Research

You have certain rights regarding your personal information. To submit a request in respect of your rights, please email iso@previsionresearch.co.uk.

Please note that Prevision Research may not be able to fully comply with your request, if it is frivolous or impractical, if it jeopardises the rights of others, or if it is not required by law. In those circumstances, Prevision Research will still respond to notify you of such a decision.

You may also need to provide Prevision Research with additional information, which may include further personal information, if necessary, to verify your identity and the nature of your request.

Your rights include:

- Access. You can request access to the personal information Prevision Research hold about you and request a copy of the same.
- Rectification. If you believe that any personal information Prevision Research are holding about you is incorrect or incomplete, you can request that Prevision Research correct or supplement such data.
- Erasure. You can request that Prevision Research erase some or all of your personal information from their systems.
- Withdrawal of Consent. If Prevision Research are processing your personal information based on your consent (as indicated at the time of collection of such data), you have the right to withdraw your consent at any time. In some cases, withdrawing consent may mean that you are unable to access the website or Prevision Research services.
- Portability. You can ask for a copy of your personal information in a machine-readable format (if practical).
- Objection. You can contact Prevision Research to let them know that you object to the further use or disclosure of your personal information.
- Restriction of Processing. You can ask Prevision Research to restrict further processing of your personal information.

If you have a complaint, request or query

If you wish to communicate with a representative about privacy or your data please contact:

- iso@previsionresearch.co.uk, or
- +44(0) 1908 278 303

This privacy policy is current as at **01/05/2024** and is subject to change as Prevision Research update our privacy obligations. Prevision Research recommend that you check this page regularly to monitor any changes to this policy.

Policy review

This policy shall be reviewed by the policy owner annually or immediately after a process change or a policy breach is known to have occurred.

Privacy Policy

Periodic reviews shall take into account feedback from management reviews, regulatory changes and audits. Changes to the policy must be approved by a senior executive then communicated to all previous persons or organisations with access to the policy. Refer below for the most recent review.

Refer below for the most recent review.

History table

Date	Rev No	Changes	Reviewed By	Approved By	Training Y/N