



Compton and Dean Limited Privacy Statement

Compton and Dean Limited takes the protection and privacy of your personal information seriously and are committed to complying with applicable data protection legislation.

We want to be as clear as we can about the personal information we will collect and how we use it.

This statement sets out how Compton and Dean Limited will seek to ensure compliance with the legislation

What is considered personal information?

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 that can reasonably identify a person, either by itself or together with other information. This broad definition includes not only traditional personal data e.g. dates of birth, names, home addresses, email addresses but also location data, biometric data and more.

If you’re a participant taking part in market research

Please note if you signed up for a research project through a 3rd party and are taking part in research for Compton and Dean Limited, the party you have signed up with will remain the Data Controller for their processes and will provide further details through their Privacy Notices.

To confirm Compton and Dean Limited will process your personal data received from the 3rd party who recruited you for the sole purpose of you attending market research, the following personal information will be collected and used by Compton and Dean Limited. It may also be shared with the commissioning clients of the research you have consented to taking part in:

- Your email address
- Your Full name
- Your mobile number
- Your age
- The gender you identify as
- Your working status and if in employment your occupation
- The occupation of the chief income earner in your household (if applicable)
- Your life stage i.e. if you have children or not
- Your living status i.e. if co-habiting, living alone

We may also collect the following to enable us to fulfil our role with accepting you to take part in market research opportunities:

- Due to the nature of some market research projects we may need to process ‘sensitive’ personal data about you. By this we mean personal data such as your racial or ethnic origin, religious beliefs or beliefs of a similar nature, trade union membership or sexual life.
- Other personal data that we require to fulfil the quotas for some market research projects e.g. further information on your lifestyle and products and services that you use etc.



- We may collect personal information about children (those aged under 16 years) where it is relevant for a market research project, but only with the consent of their parent or legal guardian
- The time, date, location and topic of any market research you carry out
- BAC details where applicable in order to process incentive payments to you

During the research itself, we may collect and hold:

- Image and/or voice captured through photography, filming, videotaping and/or audio recording

All information gathered from you is related to your wish to participate in paid market research.

Compton and Dean Limited. will store your personal data on a secure database for a period of 6 months following attendance of any market research sessions for us, this is solely in order to monitor past attendance for quality control purposes.

Compton and Dean Limited will process your personal data for the following purposes:

- We may contact you throughout a research exercise to check on progress
- To provide technical support (e.g. for online studies) when you ask us for it
- Supplying you with your incentive for participating (e.g. processing BACS payments).
- For assessing project feasibility.
- To contact you after the research or other activity has taken place, to follow up on ideas generated during the discussion, but will not contact you for any other purpose unless otherwise agreed with you.
- Your name and contact details will be shared with facilities/ venues where research is taking place in order for them to contact you to check attendance and help with directions etc if you have difficulties locating the venue.
- Limited information is also shared with the commissioning client (key demographic information). Note we never share contact details with our clients i.e. phone number / email address etc. unless prior permission has been granted

If you're a client / prospective client

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.

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 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.

Your 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 right to:

- Be informed about the collection and use of your personal data. We do this through this privacy policy
- Access your data. You can request details of the personal data we have about you by submitting a request to conversations@comptonanddean.com

More information on your data protection rights can be found on the ICO website www.ico.org.uk/for-the-public/. Our ICO registration number is **ZA214663**

Changes to this statement

We keep our privacy policy under regular review. This privacy policy was last updated on 20/01/2023

By working with Compton and Dean Limited, you agree you've read and understood our privacy policy as outlined above