

BMG Respondent Privacy Notice

Who are we?

BMG Research is an independent social and market research company. We are registered in England with the company number 02841970. Our registered office is at Spring Lodge, 172 Chester Road, Helsby, Cheshire, WA6 0AR.

What is our Privacy Notice about and how does it relate to you?

You are likely to be reading this Privacy Notice because you have either taken part in one of our market research surveys or are considering taking part. This Privacy Notice explains what personal data we will collect from you in relation to the survey and what we will do with it.

In addition to the information stated in this Privacy Notice, BMG Research is bound by the Market Research Society Code of Conduct (<http://www.mrs.org.uk>; Tel: 0800 9759596) and we are wholly committed to meeting the requirements of the UK General Data Protection Regulation on data privacy.

Please read this Notice in order to ensure that you are happy with how its contents affect you. Participation in our market research surveys is entirely voluntary, and if you have conducted a survey we will take it to mean that you agree with the terms of this Notice. However, if you are not happy with the terms of this Notice you should not participate in the survey, or if you have already participated you are still entitled to ask that part or all of your interview and/or personal details be destroyed or deleted and we will carry out such a request. We tell you below how to contact us.

Why have we contacted you and where did we get your details?

We carry out market and social research on behalf of our clients to gather and present the opinions of the public or businesses directly to the people making decisions about products, services or public policy. We never sell, market or promote any products or services that might be offered by our clients or third parties.

You will have been invited to take part in a survey through one of the following routes:

- You have a relationship with our client and they have provided us with your details for the purpose of conducting this research survey;
- We were provided your contact details by a third party, such as a legitimate database provider or a market research panel company who have provided us with your details for the purpose of conducting research only;
- Your telephone number or address was randomly selected to take part in the survey (this means that when we first contacted you, we had no personal data about you or anyone in your household).
- We have sourced your details from publicly available resources
- You have previously consented to be contacted again in the future to participate in more surveys.

Legal basis for processing personal data

The table below explains the legal basis for the collection, storage and use of personal data you may provide when taking part in a survey, whether that be online, in person, postal or by telephone.

Collection method	Purpose	Source	Type of data processed	Legal basis
Surveys	<ul style="list-style-type: none"> ▪ To assist our clients in understanding your views, opinions or behaviors to improve their services. ▪ To verify the answers, you provided in a recent survey. ▪ To get in touch with you to conduct follow up or ongoing surveys ▪ To administer prize draws or incentives 	You provide us with this information directly.	<p>Contact details, voice, opinions, demographics, various personal details</p> <p>We keep this data for 12 months or longer if you consent to this.</p>	Consent – We ask you to take part in a survey and add further consent to use your personal data.
Fraud Protection	<ul style="list-style-type: none"> ▪ Providing protection for our business against fraudulent activity 	You provide us with this information directly.	<p>IP address, browser/device specifications, postal addresses, email addresses.</p> <p>We keep this data for 12 months.</p>	Legitimate Interest – We have a legitimate interest to protect ourselves and our clients against fraudulent or illegal activities.
Survey Duplication Prevention	<ul style="list-style-type: none"> ▪ Preventing numerous entries in surveys by the same person 	You provide us with this information directly.	IP address, browser/device specifications.	Legitimate interests - We have a legitimate interest in preventing the same person from making several submissions.

What personal data do we collect?

We collect information through surveys conducted on the telephone, online, face to face or by post. We might also collect feedback and information from group interviews or workshops.

We only collect personal data about you that is relevant to the purpose of the particular survey we are conducting at that time. Personal data means your name, address, email address, telephone number or online identifier. Personal data can also include (but is not limited to) information about your age and gender, race or ethnicity, your religion or beliefs, political opinions, trade union membership and health (we will ask your explicit permission to collect any special category data).

Unless we indicate otherwise in the survey (for example, to say if the information is essential for the purpose of the survey), you may choose not to share that information with us.

We will protect the confidentiality of your information in accordance with our normal data handling procedures and all legal requirements. We will not use it for any purposes other than those which are set out in the surveys and in this Notice.

How do we use your personal data?

We may use your personal data in the following ways:

- For market research purposes, this includes carrying out analysis and producing reports on behalf of the client who has commissioned the survey.
- For quality control purposes, for example if one of our interviewers has called on you at home, we may telephone you to check that the interviewer conducted the interview in a professional and polite manner.
- To provide you with survey results if you requested them when offered.
- To notify you if you win one of our prize draws or incentives (if this was offered as part of the survey you took part in).
- To respond to feedback or complaints

In addition, if we want to use your personal data for any other specific purpose not specified in this Notice, this will be explained to you as part of the survey and we will ask for your consent to do this.

What information is shared with the client who has commissioned the survey?

Typically survey results will be reported back to our clients in an aggregated format, by that we mean that your responses will be combined with all other responses we have collected and shown as a total combined number or a percentage of the total.

On rare occasions we might wish to share personal data that we have collected as part of the survey with the client in a format that would make it attributable to you. On those occasions where this is the case, we would only do so after we have explained to you what we want to do and obtained your explicit permission to do so.

Do we share your personal data with anyone else?

For some surveys we may share your data with a third party purely for the purpose of delivering market research services we cannot provide ourselves, such as (but not limited to) large scale mailings of surveys or specialist analysis services. In such cases we will have a contract in place with the third party which protects your personal data from unauthorised use or disclosure.

There may be some rare instances where we may be required to disclose your information without your prior consent, for example:

- If we are required to do so by law, where the information is subject to disclosure pursuant to judicial or other government subpoenas, warrants, orders or for similar legal or regulatory requirements.
- If we need to do so in the interest of protecting your or someone else's safety.

How we keep your data secure

We are committed to keeping personal data secure and take all reasonable technical and organisational measures to protect personal data from unauthorised or unlawful processing, loss, misuse, destruction, damage or alteration.

Only authorised BMG employees and contractors or partners carrying out authorised business functions are allowed to access data or databases held by BMG Research.

We inform and update our employees about our policies and procedures regarding confidentiality, security and privacy, and we emphasise the importance of complying with them at all times. Our security procedures are consistent with or exceed generally accepted commercial standards used to protect personal data. BMG Research employees are required to sign a Confidentiality Agreement in which they agree to keep all project and respondent personal data confidential. Employees who violate the Confidentiality Agreement are subject to disciplinary actions, including termination of employment when appropriate. Any employee found to be in breach of the law will be reported to the relevant authorities.

We have contracts and agreements in place with all contractors or partners who have access to survey information. As a minimum these contracts and agreements require contractors and partners to keep any information we provide to them confidential; they are not permitted to use this information for any purpose other than to carry out the services they are contracted to on behalf of BMG Research.

Where is your data processed?

Your data is processed within the EU/European Economic Area (EEA).

If we need to, we may transmit and/or retain the information we gather from you outside of the EEA. It may also be handled by individuals working for us or one of our suppliers who are based outside of your area. If your personal data is transferred to, kept in, or otherwise processed outside of your country or territory, and that country or territory is not recognised as providing an appropriate level of privacy protection, we will take further steps to protect your personal data as required by law. (For example, if we need to process data outside of the European Economic Area, standard contractual terms will be utilised to provide the same level of assurance as if your data is processed inside of the EEA.)

Third party Data Processing:

On occasion, BMG Research may use external providers to process Personal Data. We select providers that have the appropriate technical and organisational controls and agree contractually to afford the same protection of the UK GDPR, should the data be processed outside of the EU/EEA. If the country where the data may be processed has not been recognised as providing an adequate level of data protection, we will put in place additional safeguards to protect your personal data, as required by applicable law.

For how long do we keep your personal data?

We only keep your information for as long as is necessary. We will keep your personal data for a minimum of one year after the completion of the project; once deleted we will no longer hold any copies. If, at any time, you withdraw your consent to our processing your personal data, we will delete your personal data at that point and no copies will be held by BMG Research.

Your rights

Your co-operation in market research surveys is voluntary at all times regardless of what the survey is about or who our client is.

You have the following rights in relation to your personal data

The right	Explanation
To be informed	We provide a privacy notice which explains our purpose for processing personal data
Of access	You have a right to know what personal data we hold, via a Subject Access Request
To rectification	Your right to have inaccurate personal data corrected
To erasure	Your right to have personal data deleted (the right to be forgotten). This right is not absolute, for example we have a legal obligation to process the data.
To restrict processing	In certain circumstances, you can limit the way we use your data
To data portability	Your right to have your data transferred from one data controller to another data controller
To object	In certain circumstances, you can object to us processing your data

You are entitled at any stage to ask that your personal data, or part or all of the record of your survey responses, be rectified, destroyed or deleted and we will carry out such a request. This can be requested during the interview itself or afterwards (using the contact details below).

If you submit a Subject Access Request, we may ask for verification of your identity before releasing any information to you.

If you have a complaint about how we collect or use your personal data that we have been unable to resolve, or if we do not respond to your request or do not provide you with a valid reason for our inability to do so, you have the right to file a complaint with the Information Commissioner's Office. They can be contacted via their website www.ico.org.uk or by phone at 0303 123 1113.

How to Contact us

If you want to exercise your rights as an individual, (for example, to have your data corrected, updated, or deleted from our systems), please email dataprotection@bmgresearch.com. Please provide any relevant references in your email so we can find you in our databases, such as the phone number we phoned you on or your address if one of our interviewers called you at home.

If you have any concerns regarding this Privacy Notice or you have a data privacy concern, please contact our Data Protection Officer at dataprotection@bmgresearch.com

Data Protection Officer
 BMG Research
 Lancaster House
 67 Newhall St
 Birmingham
 B3 1NQ

Effective: 25th May 2023

Any future changes to our Respondent Privacy Notice will be posted on this page.