

PRIVACY POLICY

Introduction

HOPE + ANCHOR is committed to protecting your personal information. It's your information, and we respect that. Our Privacy Policy gives you detailed information on when and why we collect your personal information, how we use it and how we keep it secure. This Policy also sets out your right to request that we delete, update, transfer or provide you with access to your personal information.

Who we are and how to contact us

HOPE + ANCHOR is an independent Strategic Insight Agency. We carry out Market Research on behalf of a range of brands and organisations interested in understanding public opinions on their products and services.

If you have any questions about this Privacy Policy, or want to exercise your rights set out in this Privacy Policy, please contact us by sending an e-mail to sarah@hopeandanchorlondon.com (Sarah Warren, Team Administrator and Data Protection contact).

HOPE + ANCHOR LTD is the data controller responsible for your personal information and is an English company with registered company number 7948377 and whose registered office is Hampden House, Monument Park, Chalgrove, Oxford OX44 7RW.

How we collect your personal information

We collect your information when you decide to take part in one of our research projects. This could include taking part in a face to face interview or group discussion, a telephone interview, completing online research tasks on a digital platform or by email. We also collect your information when you sign up to receive emails or our newsletter from us.

The type of information we collect

We only collect the information that's necessary to carry out our business and keep you up to date about all the latest exciting HOPE + ANCHOR news.

Here are some examples of information we collect about you when you interact with us:

- Title
- Name and Surname
- Email address
- Age
- Contact phone number(s)
- Socio-Economic Group / Household Income
- Brand and product consumption
- Media and entertainment consumption
- Information from Cookies**

**When visiting our website we may collect an automatically populated IP address. An IP address is a unique number, which allows a computer, group of computers or other Internet connected device (such as your mobile or tablet) to browse the internet. We may also record the time and date of your visit, the pages that were requested, the referring website (if provided) and your Internet browser version.

Where your information is stored

We store your information, whenever possible, on secure servers in the European Economic Area (EEA) (except for data that we gather when you sign up to our email alerts).

Some of our suppliers are based outside the EEA and therefore your information may be accessed outside the EEA. We have strict controls over how and why your information can be accessed.

When you sign up to our email alerts

We use MailChimp for our email alerts.

MailChimp has staff based outside the EEA and stores your data in the US. MailChimp is certified under the EU-US Privacy Shield framework. When you sign up to our email alerts, you agree to your data being stored in this way.

As a subscriber to our email alerts, we may contact you from time to time to ask for your feedback on how to improve our email alert service.

We will continue to send you email newsletters and alerts until you tell us not to or use the unsubscribe option on any of our emails.

Ensuring your personal information is only used where lawful

In order for our use of your personal information to comply with applicable data protection law, that use by us needs to fall under at least one of the specific lawful reasons that are set out in applicable data protection law. Examples of these lawful reasons include our use of your personal information being necessary for conducting market research business, or for compliance with a legal obligation.

Where your personal information is completely anonymised, we do not require a legal basis to use it, as the information will no longer constitute personal information that is regulated under data protection laws. However, our collection and use of such anonymised personal information may be subject to other laws where your consent is required. Where your personal information is not in an anonymous form, we will have a lawful reason to use your personal information.

Why we collect your personal information and how we use it

At HOPE + ANCHOR we use information about you in a number of ways, including assessing whether you are suitable to take part in one of our market research projects and then arranging for you to be included in the different project parts, for example, face to face, telephone or digital.

We always ensure that our clients cannot personally identify anyone who takes part in our market research projects. We completely anonymise how we report and relate findings back to the brands and organisations we conduct research for and would never mention you or any relatable personal details back to our clients.

Sharing your information

We use third party platforms to manage and deliver email marketing campaigns; host online research portals and communities; and IT services, etc. In providing these services, your personal information will, where applicable, be used by the service provider on our behalf.

We will check any third party that we use to ensure that they can provide sufficient guarantees regarding the confidentiality and security of your personal information. We will have written contracts with them, which provide assurances regarding the protections that they will give to your personal information and their compliance with our data security standards.

We may pass on your personal information if we have a legal obligation to do so, or if we have to enforce or apply our terms of use and other agreements. This may include sharing your information with third parties, including research venues whom we employ to manage your attendance at research events. Third parties may, for example, call you on the day to provide directions to a venue, or collect your signature for your incentive when you arrive or leave a research session.

We won't share your information with any other organisations for marketing or commercial purposes, and we don't pass on your details to other websites.

How long do we keep your personal information for?

We keep your personal information in line with our company retention policy. We only retain information for as long as it is required.

Confidentiality and security of your personal information

We are committed to keeping the personal information you provide to us secure and we will take reasonable precautions to protect your personal information from loss, misuse or alteration. We do not sell your personal information for any purpose.

How to access your information and your other rights

You have the following rights in relation to the personal information we hold about you:

Your right of access

If you ask us, we'll confirm whether we're processing your personal information and, if so, provide you with a copy of that personal information (along with certain other details).

Your right to correct information

If the personal information we hold about you is inaccurate or incomplete, you're entitled to have it corrected. If we've shared your personal information with others, we'll let them know about the changes where possible. If you ask us, where possible and lawful to do so, we'll also tell you who we've shared your personal information with so that you can contact them directly.

Your right to delete information

You can ask us to delete or remove your personal information in some circumstances such as where we no longer need it or if you withdraw your consent (where applicable). If we've shared your personal information with others, we'll let them know about the erasure where possible. If you ask us, where it is possible and lawful for us to do so, we'll also tell you who we've shared your personal information with so that you can contact them directly.

Your right to restrict information

You can ask us to 'block' or suppress the processing of your personal information in certain circumstances, such as where you contest the accuracy of that personal information or you object to us processing it. We'll tell you before we lift any restriction. If we've shared your personal information with others, we'll let them know about the restriction where it is possible for us to do so. If you ask us, where it is possible and lawful for us to do so, we'll also tell you who we've shared your personal information with so that you can contact them directly.

Your right to data portability

With effect from 25 May 2018, you have the right, in certain circumstances, to obtain personal information you've provided us with (in a structured, commonly used and machine-readable format) and to reuse it elsewhere or to ask us to transfer this to a third party of your choice.

Your right to object

You can ask us to stop processing your personal information, and we will do so, if we are: Relying on our own or someone else's legitimate interests to process your personal information, except if we can demonstrate compelling legal grounds for the processing; or processing your personal information for direct marketing.

Your right to withdraw consent

If we rely on your consent (or explicit consent) as our legal basis for processing your personal information, you have the right to withdraw that consent at any time.

If you have a concern about any aspect of our privacy practices, including the way we've handled your personal information, you can report it to the UK Information Commissioner's Office (ICO). You can find details about how to do this on the ICO website at <https://ico.org.uk/concerns/> or by calling their helpline on 0303 123 1113.