

## PRIVACY NOTICE CHRYSALIS RESEARCH

Chrysalis Research (UK) Ltd is an independent research agency. We are committed to looking after your personal data and comply with all relevant data protection legislation and the research industry professional standards. If you have any questions about how we look after your data please contact us

- By email: [privacy@chrysalisresearch.co.uk](mailto:privacy@chrysalisresearch.co.uk)
- By phone: 0117 230 9933
- By post: 1a Middle Way, Lewes, BN7 1NH
- Via our website: [www.chrysalisresearch.co.uk/contact](http://www.chrysalisresearch.co.uk/contact)

### How we use your personal data

We hold personal data about our research participants. This may include names, contact details – such as emails and phone numbers. We also collect and hold information provided to us by research participants in surveys, interviews and other research activities.

The lawful basis for holding and processing personal data depends on the project but is either your consent or the legitimate interest of our client.

### Providing your personal data to others

We will only share your data with third parties who are directly involved in the research process and only for the purposes of our research. Third parties processing data on our behalf are obliged to hold your data securely and to delete it on completion of the project.

We use survey agencies, research recruiters, transcribers and other organisations to help us with our research and we may pass personal details to them. We will not contact you for any purpose other than our research, unless you give us your permission to do so or have given your consent through any other means.



## Retaining and deleting personal data

We only keep personal data for as long as we need it. Once the research project has finished we will hold personal data for a maximum of 12 months, just in case there are any issues with the project. After that we will permanently delete the personal data. We do not usually print paper copies of personal details, but any that are used will be shredded immediately after the project. Any audio or video recordings, will be destroyed securely after six months. Interview and discussion group transcripts will be retained for a minimum of one year and may be retained, provided they do not contain personal data.

## Your rights

If we use your personal data, you have the following legal rights which allow you to see, change or delete, or question how we use your personal data. Further information can be obtained from the [Information Commissioner's Office](https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/)<sup>1</sup>.

- The right to be informed: we must tell you about the collection and use of your personal data, we do this through our privacy notice and before we carry out our research
- The right of access: you may request from us details of the personal data we hold and we must give you that data if you ask for it
- The right to rectification: we must hold accurate data, so we must amend the data we hold if you tell us it is wrong
- The right to erasure: we must delete your data permanently if you ask us to
- The right to restrict processing: you can ask us to limit the way that we use your data
- The right to data portability: you are allowed to take your data from us in a format that allows you to transfer it easily to another service
- The right to object: you may ask us to stop using your data.
- The right not to be subject to automated decision-making including profiling: we do not carry out any automated decision-making using personal data and any profiling uses anonymized data only and is used only for analysis.

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<sup>1</sup> <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>