

## BEAM Fieldwork – Privacy Policy:

This notice sets out how BEAM Fieldwork uses and protects personal information that we process.

### 1. What data we collect

BEAM Fieldwork may collect and process the following categories of personal data about you:

Contact Details: Name, contact details, organisation, employment details

Information generated by the work, service or relationship we may have with you: Business details, bank and financial details, communication and correspondence

Information generated by visiting our website or engaging with us on social media: IP addresses, social handles or usernames

### 2. How we use your data

If you have been recruited directly by BEAM Fieldwork or if you have joined a research database of a recruiter that we are working with, and are selected to participate in a market research activity, we will:

- Contact you by telephone, email or SMS message for quality control purposes prior to the research or other activity taking place and for research or other activity taking place over a period of time.
- We will share your personal data that is necessary for the research activity with the client, in line with your original consent.
- We may contact you throughout the exercise to check on progress.
- Our client may 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.
- If you signed up for a research project through a 3rd party, they will remain the Data Controller for their processes and will provide further details through their Privacy Notices.
- Once you have participated in the research activity, BEAM Fieldwork will retain the data you provided to us for a period of 12 months. This is a legitimate interest, to facilitate quality control and validation.
- BEAM Fieldwork is a member of the Market Research Society and is bound by their Code of Conduct. For further details please visit their [website](#).

### 3. Where we store your data and for how long

All data retained is stored within secure GDPR compliant systems with multiple levels of authenticated access.

We only retain the data we require for the research projects we undertake. Once a project is complete we retain data within our secure compliant systems for a maximum of 12 months in line with current regulation.

#### 4. What we won't do with the data

BEAM Fieldwork will not use your personal data for profiling, to send unsolicited emails or to pass it to other third parties without your express consent.

#### 5. What are your choices in relation to personal information?

As an individual whose personal data is processed by BEAM Fieldwork you have the following rights:

- the right to be informed – which is what this privacy notice is for
- the right to request a copy of the data we hold about you
- the right to object to direct marketing or processing carried out on the basis of legitimate interests
- the right to request that your data is erased.
- the right to request that your data is transferred to another organisation.
- the right to have your data rectified if its inaccurate
- the right to have your data restricted or blocked from processing
- The right to have any automated decision making or profiling explained, and manually reviewed.

To exercise any of these rights, please contact us at: [hello@beamfw.co.uk](mailto:hello@beamfw.co.uk)

or by post at:

Compliance Manager

BEAM Fieldwork,

4<sup>th</sup> Floor

Landmark House,

Station Road,

Cheadle Hulme,

SK8 7BS

We will take steps to verify your identity before progressing with your request.



If you are not happy with the way we have handled your data and are unable to resolve the issue with us personally, you can complain to the ICO. If you do have any problems, please let us know.

We reserve the right to update this Privacy Notice at any time. This policy was updated in May 2018 with alignment to the new General Data Protection Regulation (GDPR).