

## 1 Policy purpose

Our Privacy Policy sets out how BEAM Fieldwork uses and protects Personal Data and Special Category Data that we process as part of the business we undertake.

## 2 Definitions

**Personal data:** any information that identifies a living individual (data subject) either directly or indirectly. This also includes special categories of personal data. Personal data does not include data that is entirely anonymous.

**Processing:** any activity relating to personal data, which can include collecting, recording, storing, amending, disclosing, transferring, retrieving, using, or destroying.

**Special Category Data:** any personal data that reveals a data subject's ethnic origin, political opinions, religious and philosophical beliefs, trade union membership, genetic, biometric or health data, sex life, and sexual orientation.

## 3 What data we collect

### 3.1 ONLINE

If you've visited our website or have engaged with us on a social media platform, we may collect:

- IP address
- Social handle
- Username

### 3.2 BUSINESS

If you're a company and we're engaging in work together, providing a service, or are starting, or have an existing relationship we may collect:

- Business/Company/Service details
- Bank and Financial details
- First names and surnames of your employees
- Phone numbers and email addresses for contact and communication purposes

### 3.3 APPLYING FOR OR HAVE BEEN SELECTED FOR A MARKET RESEARCH PROJECT

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 collect and process categories of personal data about you relevant to the research project.

Personal Data Categories		
<b>FOR ALL RESEARCH PROJECTS</b>	First Name and Surname Mobile Phone Number Email Address	To contact you about the project and activities pertaining to the project only, before, during or after your participation
<b>WHEN RELEVANT TO THE PROJECT</b>	Your company name Your employment details	If your employment and/or employer is relevant to the research project
<b>WHEN EXPRESSLY REQUESTED</b>	All, or part of your postcode Full postal address	To ensure geographical representation, or if required for activities related to the project only.

Special Category Data		
FOR ALL RESEARCH PROJECTS	Age Racial or ethnic origin Household make-up Data concerning disability	To ensure fair representation of the research study and to ensure we can accommodate your needs by making adaptations to the research study for your participation.
	Payment details	To pay you for your participation upon completion of the research project.
WHEN RELEVANT TO THE PROJECT	Date of birth Political opinions Religious or philosophical beliefs Trade Union membership Country of Residence Detailed data concerning disability Health conditions Sex life and/or sexual orientation Financial status	To mitigate risk and ensure responsible business practices and compliance with UK law.  To ensure fair representation of the research study and to ensure we can accommodate your needs by making adaptations to the research study for your participation.  To ensure your care and well-being when taking part in the research project.

## 4 How we use the data we collect about you

- 4.1 BEAM Fieldwork will retain the Personal Data and Special Category Data you have provided to us for a period of 12 months. This is a legitimate interest, to facilitate quality control and validation.
- 4.2 If you signed up for a research project through a 3rd party, they would remain the Data Controller for their processes and will provide further details through their Privacy Notices.
- 4.3 We use your name, phone number, and email address to contact you by phone call, SMS, WhatsApp, and email for quality control purposes:
- prior to the research taking place.
  - throughout the research taking place.
  - after the research takes place (only for purposes relating to the research project you have participated in).
- 4.4 Through our screening calls and/or GDPR and Consent Form, we gain your express permission and consent for each item of the Personal Data, and each item of Special Category Data you share with us:
- to be shared with commissioning stakeholders connected to the project you are participating in.
  - to be shared with facilitating stakeholders connected to the project you are participating in.
- 4.5 We only ever share Personal Data and Special Category Data with other research stakeholders when it is necessary for the purposes of executing the research project or required for context to demonstrate a fair and unbiased research project. We ensure the minimum number of Personal and Special Category data required to execute the research project and/or demonstrate a fair and unbiased research project.

- 4.6 If stakeholders are located outside of the EEA, this will be stated as part of our request for consent.

## 5 Where we store the data we collect about you

- 5.1 Your Personal and Special Category data retained is stored within secure, GDPR-compliant systems. Our systems require multiple levels of authenticated access during the preparation, live, and close-down phases of each research project.
- 5.2 Once a research project is complete, we retain the Personal and Special Category data you share with us within our secure, compliant, and multi-factor authentication-protected systems that are governed by permission-based, restricted access for a maximum of 12 months in line with current regulations.
- 5.3 For Personal Category Data stored for longer than 12 months, we apply pseudonymisation, ensuring that data can no longer be attributed to you without the use of separate additional information (*personal identifiers*) stored separately from pseudonymised data set with encryption and partitioning. Storage of this data is within our secure, compliant, and multi-factor authentication-protected systems that are governed by permission-based, restricted access.
- 5.4 Pseudonymised data is a legitimate interest to facilitate ongoing quality control and validation in line with our commitments to upholding the MRS Code of Conduct and contractual obligations with our clients. It retains its status as Personal Data and is within the scope of UK GDPR.

## 6 What we don't do with data

- 6.1 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.

## 7 What are your choices in relation to Personal Information and Special Category Information?

- 7.1 **As an individual whose personal data is processed by BEAM Fieldwork, you have the following rights:**
- the right to be informed.
  - the right to request a copy of the data we hold about you.
  - the right to object to direct marketing or processing carried out based on legitimate interest.
  - the right to request that your data be erased.
  - the right to request that your data be transferred to another organisation.
  - the right to have your data rectified if it is 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.

## BEAM FIELDWORK PRIVACY POLICY 2025

- 7.2 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, Landmark House, Station Road, Cheadle Hulme, SK8  
7BS
- 7.3 We will take steps to verify your identity before progressing with your request.
- 7.4 We take the protection of your data very seriously and we want to know if you have any concerns or complaints about how we handle it. Please let us know of any issues you may have so that we can deal with them for you. If you are not happy with how we have handled your inquiry, you reserve the right to make a complaint to the [Information Commissioner's Office \(ICO\)](#)

**We reserve the right to update this Privacy Notice at any time.**

**This policy was updated in March 2025.**

**POLICY OWNER:** Kay Middleton, Director of Business Operations

**IMPLEMENTATION & REVIEW:** Kay Middleton, Director of Business Operations

**POLICY REVIEW:** Annual

**NEXT POLICY REVIEW:** February, 2026