1. Policy Purpose

BEAM Fieldwork Ltd owns and operates **Give Opinions.**
Give Opinions is a trading name of **BEAM Fieldwork Ltd.**

This policy explains how **Give Opinions** and **BEAM Fieldwork Ltd** collect, use, and protect your personal information in line with the UK General Data Protection Regulation (GDPR).

2. Key Definitions

- **Data Subject**: an individual whose data is processed.
- **Personal Data**: information identifying an individual directly or indirectly.
- **Personal Identifiable Information (PII):** any information that identifies an individual directly or indirectly.
- **Special Category Data**: sensitive data such as ethnicity, health, beliefs, sexual orientation, biometric or genetic data.
- **Data Controller**: decides how and why personal data is processed.
- **Data Processor**: processes data on behalf of a controller under contract.
- **Processing:** any activity relating to personal data, which can include recording, collecting, storing, amending, disclosing, transferring, retrieving, using, or destroying.
- **Consent**: freely given, informed agreement by a data subject for their data to be processed for a specific purpose.
- **Legitimate Interest**: a lawful basis under GDPR that allows data to be processed where it is necessary for business purposes and does not override an individual's rights.
- **Data Protection Impact Assessment (DPIA)**: a process to identify and minimise risks to personal data when starting new projects or systems.
- **Anonymisation**: altering data so individuals cannot be identified.
- **Pseudonymisation**: altering data so it cannot be attributed to a person without additional information kept separately.
- **Third Party**: any external organisation or individual, other than the data subject, controller, or processor, that may receive or process personal data.
- **ICO (Information Commissioner's Office)**: the UK's independent regulator for data protection and privacy.
- **MRS (Market Research Society):** the UK market research industry governing body.

3. Roles and Responsibilities

Give Opinions / BEAM Fieldwork is both a Data Controller (managing our Give Opinions participant database) and Data Processor (when handling data for client projects under contract).

Give Opinions and BEAM Fieldwork have an appointed shared Data Protection Officer (DPO) who monitors compliance, informs and advises on all Company data protection obligations, provides advice regarding Data Protection Impact Assessments (DPIAs), and acts on behalf of all stakeholders without bias.

The DPO acts independently, and as lead contact to protect the rights of individual Data Subjects, as lead contact for all Give Opinions and BEAM Fieldwork clients, delivery partners, governing bodies, and the Information Commissioner's Office (ICO).

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Give Opinions and BEAM Fieldwork appointed Data Protection Officer

Kay Middleton	hello@giveopinions.co.uk hello@beamfw.co.uk 0161 850 9864

Information Commissioner's Office (ICO) Registration

Give Opinions: ZA790232	BEAM Fieldwork Ltd: ZA214416

Search the ICO Register

4. Privacy Policy Principles

Give Opinions and BEAM Fieldwork take your privacy seriously.

1. **We will always protect your personal information:** Securing it against misuse and loss, and always fairly and reasonably.

2. **We are always transparent:** Explaining what we collect, why, who we share it with, and who you should contact if you have any concerns.

3. **We always uphold the law and legislation:** Following GDPR, UK law, laws of any country in which we are conducting business. Upholding the **Market Research Society (MRS) Code of Conduct**

5. Your Personal Data: Registration

When registering with Give Opinions, you provide information for fifteen Personal Data Fields that make up your Data Subject Record.

Data Subject Records are used only to match you with relevant research projects that have been commissioned by a direct client of Give Opinions or BEAM Fieldwork.

The purpose of processing Personal Data Fields within your Data Subject Record are detailed as:

1	**First name**	• To share the details of, and the opportunity to apply for, a commissioned market research project • To contact you before, during, or after your participation in a commissioned market research project • To update you with essential business communication and information relating to your personal data.
2	**Surname**	
3	**Mobile Phone Number**	
4	**Email Address**	
5	**Date of Birth**	• To ensure all data subjects are 18 years old or more. • To uphold any prevailing law and legislation, ethical business practices, and to mitigate risk to participants.

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6	**Gender**	• To fulfill the recruitment specification of a commissioned market research project • To ensure fair representation as part of an overarching recruitment specification.
7	**Ethnicity**	
8	**Job Title**	• To share the details of a commissioned business or employment-related market research project, where your work experience is relevant to the recruitment specification. • To remove you from communications about a commissioned market research project where there may be a conflict of interest
9	**Industry you work in**	
10	**Marital Status**	• To fulfill the recruitment specification of a commissioned market research project • To ensure fair representation as part of an overarching recruitment specification.
11	**Age Ranges of any children or dependents**	• To fulfill the recruitment specification of a commissioned market research project • To share the details of a commissioned market research project that requires the sole or joint participation of one or more person(s) under the age of 16 (minimum age), requiring a responsible adult to facilitate and safeguard before, during and after the market research project.
12	**Home Postcode (in part or full)**	• To fulfill a geographic or logistical recruitment specification of a commissioned market research project • To ensure geographical representation as part of an overarching recruitment specification
13	**UK Region of Residence**	
14	**(If residing outside of the UK) Country of Residence**	
	GDPR consent & acknowledgements	• We record your consent to: • Process the personal data you have provided during registration • We record your agreement to: • The terms and conditions in this privacy policy • Receiving further contact from Give Opinions

Your email address is your unique ID. Registration is limited to one Data Subject Record per email address. Duplicate registrations using the same email address are automatically denied.

Registration of an individual under 16 years old is not permitted. Proof of age may be requested.

Give Opinions and BEAM Fieldwork may also use, prepare, and disclose anonymous statistical data to improve our services (in pursuit of legitimate interests) to improve our Company websites giveopinions.co.uk and beamfieldwork.co.uk, and for other marketing purposes.

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6. Your Personal Data: Invitation to Apply

We aim to keep our communications relevant, specific, and to a minimum.

You may be invited to apply for market research project(s) where one or more Personal Data Fields meet a minimum of one recruitment specification for the commissioned market research project.

Your Data Subject Record is shortlisted to receive project-specific information including how to apply to take part.

We contact you directly by email, and/or phone call, and/or SMS or iMessage in line with your communication preferences.

Our communications always include:

- The theme or subject, and description of the research project, and participation.
- The type/style/format of the research session(s).
- Research date(s) and general location (for in-person projects) or the online platform
- Estimated time commitment needed.
- The incentive amount you will be paid after your full participation.
- Website link to click to register your application to participate.

The identity of the company, brand, business, or entity that has commissioned the market research project will remain undisclosed during your participation. The purpose of non-disclosure is to ensure fair and unbiased results and reporting.

7. Your Personal Data: Applying to Take Part

Applying for a research project may involve answering additional questions.

The research application form will always:

- Provide more detail about the research format and what to expect if you participate.
- Details about a device, technology, or something else needed to participate.
- Additional requirements to verify/qualify your participation.
- Provide access to our Privacy Policy.
- Close applications that do not meet the recruitment specifications.
- Include only essential personal data questions to limit the data we collect and process.
- Explain how your personal data and your contributions to the research project will be processed after the research project is completed.
- Qualify your application to participate before asking for any personal data.

Special Category Data

We may need additional personal data considered as Special Category of Personal Data. Under UK GDPR, Special Category Data can be defined as:

Personal data revealing:	**Data concerning:**
• Racial or ethnic origin • Political opinions • Religious or philosophical beliefs • Trade union membership	• Health • A person's sex life • A person's sexual orientation

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Genetic data	**Biometric data** (where used for identification purposes)

Additional Conditions to Participate

When you apply, we may ask you to provide:

- Proof of identification, age verification
- Proof of ownership, purchase membership
- Other items to qualify your participation in the market research project
- Undertaking of a Non-Disclosure Agreement

All documentation is processed by Give Opinions and/or BEAM Fieldwork and will not be processed without your consent.

Your consent to transfer Non-Disclosure Agreements to the Data Controller will be required. We will provide transfer, storage, and deletion processes before you consent.

Protecting Children and Young People

We define:

- 'Children' as those under the age of 16
- 'Young people' as those between the ages of 16 and 17 years old
- 'Adults' as those aged 18 years or over

We define a 'Responsible Adult' as a parent, legal guardian, or an adult formally authorised to act on the behalf of a child or young person.

The 'Responsible Adult' must act in the best interests of the participating child, and must:

- Take personal responsibility for the safety and welfare of the child during their research participation.
- Be capable of understanding the nature of the research project.
- Be empowered to provide or withhold consent.

Children's data is collected only with the consent of a Responsible Adult.

We communicate our data protection policies to participating children in a way that is appropriate to their age, and with language they understand.

Our 'Recruiting Young People and Children's Policy is available upon request.

Limiting Data

Give Opinions and BEAM Fieldwork only ever process personal data and documents adequate for, relevant to, and limited to what is necessary for:

- Any essential recruitment specifications of the research project you have applied for.
- Upholding responsible business practices, prevailing law and legislation, and quality standards.
- Making adaptations to the research to accommodate individual participation needs
- Fair representation in our recruitment activities.
- Protecting participants against discrimination, harassment, and/or victimisation in adherence to The Equality Act 2010, during their participation.

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We will always limit the processing and transferring of any personal data to the minimum requirement of:

- the research project you are participating in
- the commissioning client of the market research project
- any other client affiliate privy to the research reporting
- any research delivery partner, technology, or platform

We record your consent by project, during online, phone, video, or in-person recruitment, and before you participate by completing a GDPR Consent questionnaire.

Personal information may also be disclosed to entities based outside the European Economic Area ("EEA"). Your consent will be requested specifically for this purpose.

Your Data Subject Record is never supplemented with additional Personal Data Fields without gaining consent.

We will never sell or pass your personal information to any third parties that are unrelated to our business activities.

In the event of a sale of the business, or a restructure, or as otherwise required or permitted by law or applicable regulator, your data may be transferred to third parties (as part of the information generally contained in the business).

7. Updating Your Personal Data

We maintain the accuracy of your Data Subject Record for the legitimate interest of Give Opinions and BEAM Fieldwork to fulfil contractual necessities, for accuracy and completeness, and our legal obligations.

We use the information from your most recent research application to update the Personal Data Fields in your Data Subject Record. Your email address is used to identify a match between the records. The nature of this processing remains the same as the original purpose for which your personal data was collected.

You can access, amend, or modify your Give Opinions Data Subject Record at any time

- You may want to know what data we hold in your Data Subject Record or need to update or remove certain elements.
- You should be aware that in doing so, we may not be able to consider you for participation in certain market research projects.
- Send us an email: hello@giveopinions.co.uk

8. Your Consent and Rights

You always have the right to withdraw your Give Opinions registration consent at any time

- Send us an email to hello@giveopinions.co.uk

You can send request Give Opinions / BEAM Fieldwork to delete your personal information

- Send us an email: rtbf@giveopinions.co.uk and hello@beamfw.co.uk
- Be sure to state clearly that your contact with us concerns a privacy issue.

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- To ensure that we are only acting on requests that have been genuinely made by you, please bear in mind that we may request additional information to verify your identity.

You have the right to object to our use of your personal data

- Send us an email: hello@giveopinions.co.uk and hello@beamfw.co.uk
- Be sure to state that you wish to exercise your right to object.
- If you are not happy in any way with our use of your information or believe your rights have been infringed, you may complain to us, and we will do our utmost to rectify the situation.

You always have the right to ask questions or refuse to answer at any stage

- You may question the legitimacy or purpose of certain questions throughout your participation.
- There may be certain questions you may not wish to answer.
- You have a right not to do so, though it may affect whether you can take part, or continue to participate in that project.

You have the right to withdraw consent for your participation and contributions in the research project at any time

- Send us an email: hello@beamfw.co.uk
- You can withdraw your consent without giving reasons
- Your decision to withdraw your consent will not be questioned
- You will not be penalised if you withdraw your consent

You have the right to understand, be informed about, and provide or withhold consent to:

- If, and how your personal data is processed
- If, and how your contributions are being documented, and where they are being reported
- If, how, and where your personal data is being transferred to, and further processed
- If, and how your contributions are used for proprietary or third-party machine learning (AI).
- If your personal data and contributions will be used in any other activity outside of the realms of the market research project
- If you consent to be re-contacted by Give Opinions or BEAM Fieldwork in relation to the same research project in the future
- If you consent to be contacted by Give Opinions based on your application data, in relation to similar research projects in the future

9. Data Retention

Give Opinions retain Data Subject Records, so long as necessary in relation to the purpose for which the data was gathered.

Give Opinions and BEAM Fieldwork retain all project-related data (including personal data or other, in physical or digital format):

- Give Opinions registration data, and subsequent updates are retained if you do not withdraw your consent. We may contact you to request that you review the personal data we hold in your Data Subject Record.
- All data types collected during the recruitment for a research project are retained for up to a maximum of 12 months.
- Data collected during your participation in a research project is retained up to a maximum of 12 months.

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Project data (including personal data or other, in physical or digital format) that is transferred and processed by Give Opinions and/or BEAM Fieldwork clients, or delivery partners, is subject to the terms of that company's Privacy Statement, and contractual and legal obligations in their respective roles as Data Controller or Data Processor.

10. Security

Security measures (implemented and active, or future) for Give Opinions and BEAM Fieldwork operate in accordance with data protection regulations and endeavour to:

- Prevent data loss
- Preserve data integrity
- Regulate access to the data

The processing of personal data is identified and prioritised for employees of BEAM Fieldwork.

All personal data controlled and processed by Give Opinions and/or BEAM Fieldwork is:

- Processed in accordance with the Company Data Protection policy
- Secured in accordance with the Company Information Security policy
- Enhanced with Company policies and procedures, including, but not limited to: Hybrid Working, Passwords & ICT, AI and Social Media policies, Security Incident Management, Operational Risk Management framework, and Business Continuity Plan.
- Defended with 2-factor authentication access, limited access permissions, enhanced physical hardware, and digital software
- Continually monitored, maintained, audited, and reported to the Company Director, and cascaded employees in meetings, training, and development programs.

Company employees are required to:

- Sign a Non-Disclosure Agreement, complete any internal or external assessments, accreditations, or industry-standard training and certification (if required), and adhere to all Company policies and procedures.
- Undertake compulsory Data Protection and Privacy training at least once per year.
- Utilise supplied scripts, reminders, equipment, technology, and resources, and access to relevant policies, procedures, and supporting documents

Third-party project delivery partners commissioned by BEAM Fieldwork to perform project-specific data processing, and/or who represent Give Opinions and/or BEAM Fieldwork as part of their work, must adhere to the Service and Project contracts, our Supplier Code of Conduct, and Non-Disclosure Agreement.

11. Get in Touch

You can contact us in the following ways:

GIVE OPINIONS	**BEAM Fieldwork**
Telephone: 0161 541 2909 **Email:** hello@giveopinions.co.uk	**Telephone:** 0161 850 9864 **Email:** hello@beamfw.co.uk

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In writing: Give Opinions / BEAM Fieldwork Landmark House, Station Road, Cheadle Hulme, Cheadle, Cheshire SK8 7BS
Kay Middleton, Director of Business Operations & Data Protection Officer

12. Policy Review

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

This policy was updated in September 2026.

POLICY OWNER:	Kay Middleton, Director of Business Operations
POLICY REVIEW:	Annual
NEXT POLICY REVIEW:	September 2027 (or before)

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