

## PRIVACY POLICY

Talking Point Market Research Ltd (TPMR) is committed to the privacy and security of your data and fully adheres to the General Data Protection Regulations (GDPR) and the Market Research Society Code of Conduct.

### **Registration and how the information will be used**

When you register with us, your personal data will be stored on a secure system and will be used to contact you about market research opportunities which you may be interested in applying for.

We will not share this information with any third parties without your permission. If you are selected to participate in a market research project, your personal data will only be released to the client with your consent after the booking-in process has been completed. If this is outside of the European Economic Area (EEA) you will be informed.

When you apply for a market research project, we will only ask you for sufficient information for the purposes of assessing if you meet the more specific criteria set out by the client for the project. You do not have to provide all the information requested, but this may mean that we are unable to include you in the research. You may withdraw from the research at any time.

We are permitted to disclose your information to government agencies to comply with any legal obligations. This would include protecting property, safety, legal rights, fraud protection, and credit risk reduction.

### **How long with Talking Point retain your personal data?**

Personal data that we process for any purpose or purposes shall not be kept for longer than is necessary for that purpose or purposes. Subject to overriding legal requirements, we shall retain your personal data provided to us for as long as you are an active member of our panel of participants to check against past participation and quality control purposes.

If you would like to opt out of any future contact, change/correct any data, delete the data we have about you, email us at [info@talkingpointresearch.com](mailto:info@talkingpointresearch.com) or telephone 020 3489 4390. You have the right to withdraw your consent and opt out at any time.

You may request a copy of the data held by emailing [info@talkingpointresearch.com](mailto:info@talkingpointresearch.com). However, we will contact you first to ask some security questions to confirm your identity before releasing any data.

Your registration details and attendance records will be stored indefinitely unless you request them to be deleted. If your email address is no longer operates, we will delete your details.

Information collected when you participate in a market research project, will be retained for the period necessary to fulfil the purposes outlined in the privacy policy or until you request for it to be deleted.

We may use this information, to contact you again on the same project or a similar subject for which you may be suitable, to see if you are interested in participating. We do not retain the information or any other purposes.

We will only share your data with researchers or organisations carrying out their own research, if you agree to participate in a market research project, after obtaining your express permission and notifying you where your data will be sent to, and it will then be subject to that company's privacy policy.

You may be required to take photographic ID to the venue for security purposes.

This information can only be viewed by authorised personnel of Talking Point Market Research Ltd and our supplier, Ikona IT Ltd who maintain the system and store data on secure servers in the European Economic Area (EEA).

If you have any complaints, we would appreciate the opportunity to resolve them first by contacting us as below. However, you are always entitled to contact the UK Information Commissioner at <https://ico.org.uk/global/contact-us/> or by send an email to [casework@ico.org.uk](mailto:casework@ico.org.uk).

#### **How can I contact TPMPR about my personal data?**

Email: [info@talkingpointresearch.com](mailto:info@talkingpointresearch.com)

Telephone: 020 3489 4390

#### **About us**

Talking Point Market Research Ltd is a private limited company registered in England and Wales (company number 8892456), and is registered with the Information Commissioner's Office (registration number ZA049789)