

SCOTINFORM



Data Protection and Privacy Policy

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SCOTINFORM

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1. Guiding Principles

Scotinform Ltd is bound by the Data Protection Act 1998, the General Data Protection Regulation (2018) and the Market Research Society Code of Conduct.

Scotinform is registered as a Data Controller with the Information Commissioner (Registration Number Z5266882) and is a Company Partner of the Market Research Society.

2. Participant Data

We will only collect or process personal data if it is necessary for the purpose of the research.

Clear, informed and freely given consent will be obtained from data subjects before data collection commences.

Where postcode data is collected we may use this to profile respondent details using geodemographic profiling tools such as Mosaic.

Personal data will never be shared with other parties without express agreement and research findings will always be reported at an aggregate level. It will not be possible to identify individual participants through the presentation or reporting of data.

All data will be securely held and password protected. Only those individuals who require access to the data will be given permission to access it. Where the data is in physical hard copy, it will be held securely.

Participant data relating to an individual will be deleted after a reasonable period of time following the end of the project. This period will vary according to the type of project but will be made clear when consent is obtained. Participant data will be destroyed in all formats by Scotinform and any relevant subcontractors.

Notwithstanding the above, participants have the right to be forgotten at any stage in the research process. They will be informed of this right when consent is obtained and will be provided with information that allows them to do this.

If a data subject asks to see the data that we hold on them we will respond within 28 working days of receiving the request.

3. Client Contracts

Our research proposals will clearly state the grounds for collecting personal data and will set out the roles of Scotinform Ltd and the client with respect to the data collected. Client acceptance of the research proposal will be regarded to signify acceptance of these terms.

4. Data Protection Officer

Helen Duncan, Director, is Scotinform Ltd's Data Protection Officer.

5. Security

In the event of a data security breach, Scotinform will inform the data subjects as soon as possible of the nature of the breach and the data held about them that might now be at risk.

We will also inform the Information Commissioner of the nature and severity of the breach as soon as it is identified, and remain in contact as required whilst it is being resolved.