



## **Privacy Policy**

### **Who we are**

Taylor McKenzie Research and Marketing Ltd is a Strategic Insight & Market Research service provider based in Scotland. We conduct genuine research studies for a broad range of clients in many different subject areas.

We are a member of the Market Research Society, and as such are bound by their Code of Conduct. We are also Fair Data accredited.

### **Why we hold your data**

We hold your data to allow us to contact you to take part in suitable market research projects we are helping to conduct.

### **How we use your data**

We will only ever use the data you provide us to contact you for market research purposes.

Based on the information you have provided, we will be able to contact you with suitable market research projects to take part in. We will contact you by telephone or email to ask some additional questions to establish your eligibility for the research.

Any information you provide for a specific research project may be passed onto a third-party researcher, as required for the research process. This only happens with your consent to do so.

We operate a strict policy of informed consent. This means that you will always be asked in a simple and transparent manner for your consent to take part in any aspect of research.

At all stages of the research process you have the right to not answer a question or to halt the research process.

### **Audio & Video Recording**

To facilitate the research process, audio and video recordings are routinely taken of an interview or focus group. When this is the case you will always be asked if this is something you are comfortable with. The recordings are used primarily for analysis purposes. In some instances, we may ask our participants if they are happy for short clips to be used to help deliver research findings to our client or to help with staff training. You will ALWAYS be informed of this and your explicit consent is required for this to happen. The recordings will never be shared publicly. All recordings are stored securely and are deleted once the research process has been completed.

## Data Storage

The information that you provide when signing up to our database is held until you ask us to either fully erase the data we hold (and end your participation) or 'restrict processing' whereby we will still hold your data, but won't contact you to take part in research until you expressly give us permission to do so again.

When you are contacted to take part in research, any further information that our recruiters take from you will be erased after the research process is complete unless you have given us permission to update your file during the screening process. If consent is not given, the only information that we will carry over to our database is a note of what project you took part in and when.

## Data Access

Every participant on our database has a right to see what data of theirs we hold. You can access this simply by contacting us. We are obligated to take steps to verify your identity (we don't want to share the wrong data!) and will process your request as soon as possible.

## Data Rights

- **The right to access**

The data that you provide us belongs to you. You have the right to request a copy of the data that we hold pertaining to you personally, at any time.

- **The right to withdraw consent**

You can ask to have your data removed from our database at any time. Contact us and we will take some details from you and remove your information. This will usually be completed on the same day.

- **The right to lodge a complaint with a supervisory body**

We are a Market Research Society (MRS) Company Partner and as such abide by their strict code of conduct. If you have a complaint that you feel cannot be dealt with directly by Taylor McKenzie, you reserve the right to approach the MRS or Information Commissioner's Office (ICO) to lodge a formal complaint against the company.

## Contacting Taylor McKenzie:

Email: [info@taylormckenzie.co.uk](mailto:info@taylormckenzie.co.uk)

Phone: 0141 221 8030