



Direct Data Analysis

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Company Privacy Policy

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Data Protection Registration Number: Z3022378

Last Reviewed May 2022

Privacy Policy of Direct Data Analysis Ltd

Introduction

Direct Data Analysis Ltd are committed to providing a confidential service to all clients, employees or any person contacting our organisation.

If you have a request concerning your personal information or a query with regard to this policy, please email enquiries@direct-data-analysis.co.uk.

You can also contact us by post at the address below:

Direct Data Analysis Ltd
Brampton Business Centre
10 Queen Street
Newcastle under Lyme
ST5 1ED

This privacy policy relates to our website and services provided by Direct Data Analysis Ltd. This Policy outlines the information we collect, why we collect it, how we use and disclose this information, and how you can contact us.

Information you give us as a customer:

When you contact Direct Data Analysis Ltd or commission our market research services, we collect your personal and business details – such as; name, email address, company name, business or billing address. We may also collect any other information you voluntarily provide to us. We use this information to process any enquiry, request or transaction that you initiate with us.

- We may also contact you via email, telephone or post to share latest news or to tell you about other products and services we provide.
- We do not disclose your information to third parties unless a written request has been provided by yourselves.
- If after contacting ourselves, you wish for your personal/business details to be deleted from our systems you can request this by email to: enquiries@direct-data-analysis.co.uk We will conform within 72 hours that your records have been deleted.

Client supplied information:

Where a client supplies any of your personal data to us to undertake a research project on their behalf, we legally act as a Data Processor and the client retains all rights as the Data Controller. We will only process your personal data following instructions from the client in a written 'Data Controller to Data Processor' Agreement. This will provide the legal limitations of the purpose(s) for using your data. This will typically be to conduct market research but may also include updates to their records, with your expressed consent.

Information we collect from your use of our website:

We use cookies to ensure that we give you get the best experience on our website and to improve the website's performance.

For the convenience of users of this website, there may be links to other websites. Please be aware that any third party websites that you may link to from this website are out of the control of Direct Data Analysis Ltd and we are not responsible for their privacy practices or content. We suggest contacting those websites directly for information on their privacy policies.

Children's privacy

We do not knowingly collect Personally Identifiable Information (PII) from children under the age of 16. If we learn that we have PII on a child under the age of 16, we will delete that information from our systems. Clearly our research may involve talking to children under 16 with the consent of their parents but we do not retain any PII (unless required as part of a project) and it is destroyed as soon as we are aware of it, or on completion of the project.

Access rights

Under the Data Protection Act 2018, you have the right to find out what information we store about you. This is known as a Subject Access Request.

These include the right to:

- be informed about how your data is being used
- access personal data
- have incorrect data updated
- have data erased
- stop or restrict the processing of your data
- data portability (allowing you to get and reuse your data for different services)
- object to how your data is processed in certain circumstances

We will carry out any request to the extent required by applicable law. To do this, please submit your request in writing to the following email address: enquiries@direct-data-analysis.co.uk

Further information is available from the Information Commissioner's website at <https://ico.org.uk/global/privacy-notice/your-data-protection-rights/>

With whom we may share your information

Where a client may have legally provided your contact information to us to administer a survey, evaluation or consultation on their behalf, we will act as a Data Processor. The client will remain as the Data Controller with full obligations under the Data Protection Act 1998.

We only disclose information relating to you back to clients for the purpose of customers service and/or keeping their contact databases up-to-date, where you give your prior expressed permission. We may also share your personal data with selected third-party companies, such as printing and mailing distribution companies, but only to administer market research services where we are unable

to undertake this work ourselves. These instances are covered by contractual obligations where the supplier operates to the Data Protection Act 1998 and written instructions from us, in line with the data protection regulations on unauthorised disclosure.

We may disclose your information where we have a legal duty to do so. This includes to enforcement authorities (for example the police or tax authorities) if asked to do so, social services, where indicated that you or another person is at risk from serious harm or abuse, or to another third party in the context of legal proceedings. Direct Data Analysis Ltd strictly respects the privacy of its users.

Security and disposal of personally identifiable data

Your information will be stored securely on our encrypted server and a secure encrypted offsite backup server, stored within the UK. We will keep your information secure by taking appropriate technical and organisational measures against its unauthorised or unlawful processing and against its accidental loss, destruction or damage.

We undertake an information audit on commencement of every project. This ensures that client project data is held as securely as possible, processed correctly, and retained no longer than necessary. A copy of our client information audit document is available upon request.

Unless specifically agreed otherwise, all personally identifiable data collected as part of a paid service to you is deleted from our systems 30 days following completion of the service.

Personally identifiable data is securely deleted in accordance with the Information Commissioner's Office guidelines.

Further information is provided in our Data Protection Policy.

Data protection

Direct Data Analysis Ltd are registered with the Information Commissioner's Office. Our Data Protection registration number is: Z3022378.

Updates

We reserve the right, at our discretion, to modify our privacy practices and update and make changes to this Privacy Policy at any time. If we make any changes, we will update our policy on our website.

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