

Privacy Statement

Link Consumer Strategies Ltd is an independent market research agency which works in accordance with the Market Research Society Code of Conduct (MRS).

We are registered in the United Kingdom. Our registered office is located at 51/52 St John's Square, London, EC1V 4JL and our company registration number is 4316871.

The personal data we collect and use relates mainly to research participants. The aim of this Privacy Statement is to tell you how we collect and use your personal information. We endeavour to protect your privacy at all times and comply with all relevant data protection laws.

Information for survey participants

What personal information do we collect and why?

Your personal details may be collected in several ways:

- By our client, if you already have a relationship with them;
- By an agent, such as a market research recruitment company, who recruit you to participate in research; or
- Directly from you, if you have agreed to take part in a research project.

You may hear from us (or from an agent) to take part in a research survey we are conducting. If you are interested in taking part, we need certain personal information from you to check you meet the necessary criteria for the research project. This may include your name, age, gender, email address, location and other information directly relevant to the research.

How we use your personal information

We use your personal details solely for the purposes of the research project you are taking part in.

We always ask for your consent to take part in research – this is the legal basis we have established for processing your data. Before consenting, we provide you with a link to this Privacy Statement and outline the requirements of the research and the information that will be collected. Your participation is voluntary. You may decline to participate in research or withdraw your consent at any time.

We limit the collection and use of personal information about research participants to that which is necessary for the requirements of the specific research project you agree to participate in. Each project has its own requirements.

When participating in a research interview, please be aware you might perhaps voluntarily tell us something personal which we didn't ask for or may not need to know.

It's totally up to you how you answer, and you don't need to tell us anything you don't want to.

Limitation of use

Any personal opinions you give us as part of the research may only be used by Link, our client and third parties who are involved in the project such as their creative teams or retailers for analysis and insight purposes only. They cannot be used for any other purposes, for example, advertising, promotion or publicity.

Keeping your information secure

We take our responsibility to keep personal information secure very seriously. We take every reasonable precaution to make sure your information is protected from loss, theft or misuse.

The information you provide may be handled by Link Consumer and our service providers directly involved in the research project.

We have appropriate agreements in place with service providers and any necessary sharing of information between organisations is conducted securely.

Where service providers are located outside the UK, we make sure any data transfer or access to personal information is protected in accordance with data protection laws, either by an adequacy decision or by another appropriate safeguard for international data transfers.

What information do we share with our research clients?

When reporting back to our clients, we don't personally identify specific individuals in our findings.

We may need to record individual or group interviews and we may create mini 'vox pop' video clips from these recordings to use in our client presentations. These vox pops help us demonstrate our key research findings and opinions shared. Although you will not be named, you could potentially be identifiable from your image and voice in these recordings, as images are not anonymised or blurred out and voices are not altered.

Our lawful basis for sharing these recordings with our client is known as 'legitimate interests'. In advance of sharing any recordings, we always check to make sure you are happy for them to be shared and let you know how you can exercise your right to object.

Our website

We do not currently collect personal data or use cookies on the Link Consumer website.

How long do we store personal information?

We normally store personal information securely for a period of 2 years, at which point personal information records are securely destroyed. This period may only be exceeded if we have a compelling requirement to retain personal information for a longer period and then we will keep only as long as absolutely necessary.

Your privacy rights

You have a number of rights under UK data protection law. These are listed below, along with our contact details, should you wish to make a request.

- **Informed:** You have the right to be informed about how we handle your personal data. This privacy statement is one of the ways we do this.
- **Access:** You have the right to ask for a copy of the personal data we hold about you and the purposes for which we are using it. 'Personal data' is any information which can directly, or indirectly, identify you.
- **Object:** You have the absolute right to object to receiving direct marketing from us. You also have the right to raise an objection about how we are handling your personal information.

You can also request that we update any details which are incorrect, restrict our use of your personal information and you have the right to ask us to delete your personal details. You also have the right to obtain and reuse your personal information for your own purposes across different services.

We don't carry out any activities which may lead to automated decisions being made about you.

Information for current, past and prospective clients, suppliers and/or research partners

We collect your personal information during our business activities and/or from data publicly available. We use your personal to:

- Carry out our day-to-day business as a markets research, insight and consultancy company
- Supply you with the services requested
- Support, improve and develop our business
- Send you marketing communications or information and activities we think you might be interested in
- marketing communications

Our legal basis for processing your data is legitimate interests and/or the performance of a contract.

How to contact us

If you have any questions about how we handle your personal information or wish to exercise any of the privacy rights above, you can contact us by email at:
info@linkconsumer.co.uk

Updates to this Privacy Statement

We regularly review and update this Statement as and when our activities change, or when there are regulatory changes. We encourage you to return to review this page from time to time.

Last updated 09/01/2024