

## Red Leaf Privacy Policy

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Red Leaf Research Ltd. ("We") are committed to protecting and respecting your privacy.

This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

The rules on processing of personal data are set out in the General Data Protection Regulation (the "GDPR").

### 1. Definitions

**Data controller** - A controller determines the purposes and means of processing personal data.

**Data processor** - A processor is responsible for processing personal data on behalf of a controller.

**Data subject** – Natural person

#### **Categories of data: Personal data and special categories of personal data**

**Personal data** - The GDPR applies to 'personal data' meaning any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier (as explained in Article 6 of GDPR). For example name, passport number, home address or private email address. Online identifiers include IP addresses and cookies.

**Special categories personal data** - The GDPR refers to sensitive personal data as 'special categories of personal data' (as explained in Article 9 of GDPR). The special categories specifically include genetic data, and biometric data where processed to uniquely identify an individual. Other examples include racial and ethnic origin, sexual orientation, health data, trade union membership, political opinions, religious or philosophical beliefs.

**Processing** - means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

**Third party** - means a natural or legal person, public authority, agency or body other than the data subject, controller, processor and persons who, under the direct authority of the controller or processor, are authorised to process personal data.

### 2. Who are we?

Red Leaf Research Ltd. is a data controller and a data processor. This means we decide how your personal data is processed and for what purposes and we also process any personal data you provide to us. Our contact details are: [info@redleafresearch.co.uk](mailto:info@redleafresearch.co.uk) or 01372 897097. For all data matters contact our data representative using the aforementioned contact details.

### 3. The purpose(s) of processing your personal data

We use your personal data for market research purposes only. If the personal data will be used for any other purpose, we will ask your consent first.

#### 4. The categories of personal data concerned

With reference to the categories of personal data described in the definitions section, we may process the following categories of your data:

- Personal data: name, occupation/role, email and/or phone number, age, gender, voice (if audio recording), what you look like (if video recording)
- 'Sensitive' personal data: if you are a patient or consumer, as part of our market research, we may collect information about your racial or ethnic origin, your beliefs, your physical or mental health, or sexual life. You would always be told the reason for being asked these questions. Your participation is always optional
- The time, date, location and topic of our market research projects which you participate in

#### 5. What is our legal basis for processing your personal data?

##### a) Personal data (article 6 of GDPR)

Our lawful basis for processing your general personal data is show below

<input type="checkbox"/> Consent of the data subject;	YES
<input type="checkbox"/> Processing necessary for the performance of a contract with the data subject or to take steps to enter into a contract	NO
<input type="checkbox"/> Processing necessary for compliance with a legal obligation	NO
<input type="checkbox"/> Processing necessary to protect the vital interests of a data subject or another person	NO
<input type="checkbox"/> Processing necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller	NO
<input type="checkbox"/> Processing necessary for the purposes of the legitimate interests of the data controller or a third party, except where such interests are overridden by the interests or fundamental rights or freedoms of the data subject	NO

**b) Special categories of personal data (article 9 of GDPR)**

Our lawful basis for processing your special categories of data is shown below

<input type="checkbox"/> Explicit consent of the data subject	YES
<input type="checkbox"/> Processing necessary for carrying out obligations under employment, social security or social protection law, or a collective agreement	NO
<input type="checkbox"/> Processing necessary to protect the vital interests of a data subject or another individual where the data subject is physically or legally incapable of giving consent	NO
<input type="checkbox"/> Processing carried out by a not-for-profit body with a political, philosophical, religious or trade union aim provided that the processing relates only to members or former members (or those who have regular contact with it in connection with those purposes); and there is no disclosure to a third party without consent	NO
<input type="checkbox"/> Processing relates to personal data manifestly made public by the data subject	NO
<input type="checkbox"/> Processing necessary for the establishment, exercise or defence of legal claims or where courts are acting in their judicial capacity	NO
<input type="checkbox"/> Processing necessary for reasons of substantial public interest on the basis of EU or Member State law	NO
<input type="checkbox"/> Processing necessary for reasons of preventative or occupational medicine, for assessing the working capacity of an employee, medical diagnosis, the provision of health or social care or treatment or management of health or social care systems and services on the basis of EU or Member State law or a contract with a health professional	NO
<input type="checkbox"/> Processing necessary for the reasons of public interest in the area of public health	NO
<input type="checkbox"/> Processing necessary for archiving purposes in the public interest, or scientific and historical	NO

research purposes or statistical purposes	
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More information on lawful processing can be found on the [ICO website](#).

## **6. Sharing your personal data**

Your personal data will be treated as strictly confidential, and will be shared only with transcribers and/or analysts, and in the case of any video footage taken with a film production company. All of these are based in the UK/EU.

From time to time, we may use software and processors who may be based outside of the UK/EU – where this is the case, we will provide details of the associated privacy policies to you in advance of you sharing any personal data.

## **7. How long do we keep your personal data?**

We keep your personal data for no longer than is reasonably necessary and at most for a period of one year until the purpose of the project it was collected for is redundant.

## **8. Providing us with your personal data**

By consenting to take part in the market research, you agree to provide your personal data to us for market research purposes only.

## **9. Your rights and your personal data**

Unless subject to an exemption under the GDPR, you have the following rights with respect to your personal data:

- The right to request a copy of the personal data which we hold about you;
- The right to request that we correct any personal data if it is found to be inaccurate or out of date;
- The right to request your personal data is erased where it is no longer necessary to retain such data;
- The right to withdraw your consent to the processing at any time;
- The right to request that we provide you with your personal data and where possible, to transmit that data directly to another data controller, (known as the right to data portability), (where applicable i.e. where the processing is based on consent or is necessary for the performance of a contract with the data subject and where the data controller processes the data by automated means);
- The right, where there is a dispute in relation to the accuracy or processing of your personal data, to request a restriction is placed on further processing;
- The right to object to the processing of personal data, (where applicable i.e. where processing is based on legitimate interests (or the performance of a task in the public interest/exercise of official authority); direct marketing and processing for the purposes of scientific/historical research and statistics).

## **10. Transfer of Data Abroad**

If personal data is to be transferred or stored outside the EEA, it will always be adequately safeguarded in compliance with the GDPR (e.g. transfer to the US using the Privacy Shield framework).

### **11. Further processing**

If we wish to use your personal data for a new purpose, not covered by this Data Privacy Notice, then we will provide you with a new notice explaining this new use prior to commencing the processing and setting out the relevant purposes and processing conditions.

### **12. Changes to our privacy policy**

Any changes we may make to our privacy policy in the future will be, where appropriate, notified to you by e-mail by our recruitment partner for this project who contacted you in the first place about participating in this market research.

### **14. How to make a complaint**

To exercise all relevant rights, queries or complaints please in the first instance contact our data representative on 01372 897097.

If this does not resolve your complaint to your satisfaction, you have the right to lodge a complaint with the [Information Commissioners Office](#) on 03031231113 or via email <https://ico.org.uk/global/contact-us/email/> or at the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, England.

**LAST REVIEWED AUGUST 2022**