

Privacy Policy

At Design Opinions we respect the privacy of visitors to our website. This policy is concerned with how we collect information, what we do with it and what controls you have.

Your Privacy

We are a multidisciplinary market research company working with clients from many different sectors.

We take our duty to process your personal information very seriously. This policy explains how we collect, manage, use and protect your personal information.

We may change this document from time to time to reflect the latest view of what we do with your information. Please check back frequently; you will be able to see if changes have been made by the date it was last updated.

Refer to the sections below for more details on how and why we use your personal information:

1. Who are we?
2. What personal information we collect and how we use it
3. Legitimate interests
4. Sharing your information
5. Retaining your information
6. What are your rights?
7. How to contact us

1. Who are we?

In this policy references to the Design Opinions, or to 'we' or 'us' are to Design Opinions Limited, which is a registered company in England and Wales.

2. What personal information we collect and how we use it

What we need

We will sometimes collect basic personal information about you like your name, postal address, telephone number, email address, etc.

We will be very clear with you that we wish to collect such information and our reason for collecting it – and we will only do so with your consent.

Why we need it

The information is needed in order to conduct legitimate market research on products or services and allow us to interact with you during the course of this process and sometimes for a short period thereafter.

We will also hold information about your details so that we can respect your preferences for being contacted by us.

How we obtain your details

We collect your personal information in a number of ways:

- When you provide it to us directly
- When you provide permission to other organisations to share it with us

- When you have given it to a third party and you have provided permission to pass your information on to us

Children

If you are under 16 please ensure you obtain your parent/guardian's consent before sending any personal information to Design Opinions, or to any website, for that matter.

As a parent or guardian we encourage you to be aware of the activities in which your children are participating, both offline and online. If your children voluntarily disclose information, this may encourage unsolicited messages. We suggest that you discourage your child from providing any information without your consent.

Anything else?

We store your information, whenever possible, on secure servers in the European Economic Area (EEA).

Some of our suppliers and some of our clients are based outside the EEA and therefore your information may be accessed outside the EEA. We have strict controls over when, how, and why your information can be accessed.

3. Legitimate interests

We have a number of lawful reasons that mean we can use your personal information. One of these is called 'legitimate interests'. Broadly speaking, Legitimate Interests means we can process your personal information if:

- We have a genuine and legitimate reason, and
- We are not harming any of your rights and interests.

4. Sharing your information

We do not share your information with any other organisations or individuals unless we are when obliged to by law, for purposes of national security, taxation and criminal investigations and in the following instances:

- If you have agreed that we may do so.
- To our subsidiaries (i.e. the companies owned by the Company name).
- If we merge with another organisation to form a new entity, information may be transferred to the new entity.
- We may disclose aggregate statistics about our site visitors, supporters, customers and sales to describe our services and operations to prospective partners, advertisers and other reputable third parties and for other lawful purposes, but these statistics won't include any personally identifying information.
- If we run an event in partnership with other named organisations your details may need to be shared. We will be very clear what will happen to your data when you register.

And, we will never sell or rent your personal information to other organisations.

5. Retaining your information

We hold your information only as long as necessary for each reason that we use it.

If decide not to support Design Opinions any more or request that we have no further contact with you, we will keep some basic information in order to avoid sending you unwanted materials in the future and to ensure that we don't accidentally duplicate information.

If you participate in one of our studies and receive a financial compensation of any kind, we will keep a record of this for a period of seven years for accounting purposes.

6. What are your rights?

You have a number of rights regarding how the personal information you provide can be used. These are:

- Transparency over how we use your personal information (right to be informed)
- The ability to request a copy of the information we hold about you, which will be provided to you within one month (right of access)
- Update or amend the information we hold about you if it is wrong (right of rectification)
- Ask us to stop using your information (right to restrict processing)
- Ask us to remove your personal information from our records (right to be 'forgotten')
- Object to the processing of your information for marketing purposes (right to object)
- Obtain and reuse your personal information for your own purposes (right to data portability)
- Not be subject to a decision when it is based on automated processing (automated decision making and profiling)

If you would like to know more about your rights under the data protection law, you can find out more at the Information Commissioners Office website.

7. How to contact us

Should you have any questions about this privacy notice, wish to exercise your data subjects' rights, or have any concerns about our data collection practices, you can contact us by e-mail at rob@design-opinions.com, by telephone at +44 7770 868 184, or by post at 4 Singleton Scarp, London N12 7AR, England.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated. You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

If you are not satisfied with our response or believe we are not processing your personal information in accordance with the law you can complain to the Information Commissioner's Office (ICO).

This document was last updated: May 2018