



Campden BRI's Consumer Panel Privacy Notice

Campden BRI is the data controller of the personal information we collect from you as a member of Campden BRI's Consumer Panel. We are committed to protecting your personal information in accordance with legislative requirements.

1. Introduction

- 1.1 This Privacy Notice relates to our collection, use, disclosure, transfer and storing of your personal information when accessing our online services and as a member of Campden BRI's Consumer Panel.
- 1.2 It also relates to our use of any personal information you provide to us by phone, SMS, email, in letters and other correspondence and in person. In order to provide you with the full range of Campden BRI services, we sometimes need to collect information about you.
- 1.3 This Privacy Notice explains the following:
 - what information we may collect about you;
 - how we will use information we collect about you;
 - when we may use your details to contact you;
 - whether we will disclose your details to anyone else;
 - your choices regarding the personal information you provide to us.

2. What information does Campden BRI collect about me?

2.1 Automatic collection of information

- 2.1.1 If you do nothing during your visit to our website, but browse through the website or download information, our system (and those systems of our approved third-party data processors) will automatically gather and store certain information about your visit.
- 2.1.2 This information is not used to identify you personally and is aggregated to help us improve our website and tell us the number of visitors to our site each day. Our web server automatically collects and records the following information:
 - The visitor's domain name, but not the e-mail address;
 - The visitor's IP address;
 - The name and release number of web browser software used;
 - The operating system used;
 - Date and time the visitor access our site; and
 - The address of the website that linked to us (referrer URL).
- 2.1.3 CCTV may be in operation at our sites for the purposes of prevention and detection of crime, safety, and good management. Signage is displayed in the relevant areas to notify you of CCTV usage.

2.2 Permission-based collection of information

- 2.2.1 By accepting Campden BRI's Consumer Panel Terms and Conditions you confirm you are 18 years of age or over, live in the UK and wish to join Campden BRI's Consumer Panel in order to participate online, and/or at home, and/or at one of our on-site venues in Consumer

Research Studies conducted by Campden BRI, on behalf of its clients.

2.2.2 Campden BRI collects the information provided by you on application together with any information we learn about you from your involvement with our Consumer Panel necessary for the purpose. We may collect additional information in connection with any Consumer Research Study offered by us as well as the feedback you provide when participating.

2.2.3 Personal information is considered to be any information that identifies an individual, such as name, date of birth, age, gender, marital status, family composition, ethnic origin, religion, education, medical history, socio-economic status, household income, banking information, email address, home address and contact number.

3. How will Campden BRI use the information it collects about me?

3.1 The information provided by you on your account is used to invite you to upcoming Consumer Research Studies you may be eligible for.

3.1.1 Prior to participation in any Consumer Research Study, you will need to complete a recruitment questionnaire as a screening exercise to ensure you match the study criteria depending on our clients' requirements.

3.1.2 When participating in any Consumer Research Study, you will be required to complete a consent form in which this screening exercise may be repeated.

3.2 If any study involves photographs or video/audio recordings, this will be stated in the consent form and there is no obligation to participate in that study. Any photographs or video/audio recordings made will be used for research purposes only and may be passed on to the client who will have limited access. Where possible, any photographs or video/audio recordings will be taken in a manner which minimises the possibility of personal identification. Personal data for these purposes is processed on the basis of our legitimate interests to use the materials for the purpose they were produced and with your knowledge.

3.3 If any study involves the collection of banking information, any details submitted will be retained for no longer than is strictly necessary for the purpose for which they were collected and deleted after their intended use, for example processing of an incentive for eligible respondents after participating in a Consumer Research Study.

3.4 Any personal information collected is used only for the purposes for which it was collected, it is not disclosed without prior authorisation or used for personal gain.

3.5 Any information provided to Campden BRI by members of Campden BRI's Consumer Panel will be used only by Campden BRI for the intended purpose as indicated by the consent form completed. We have in place security measures to safeguard the information you provide to us.

4. Will Campden BRI share my personal information with anyone else?

4.1 We will not pass your personal data to anyone else, except (i) with your permission; or (ii) to any successors in title to our business and suppliers that manage data systems or services on our behalf; or (ii) as is required as a matter of law or by any legitimate request of any government, regulatory or administrative agency. We may use a carefully selected third party provider to host our Consumer Panel Database and facilitate the management of responses to Consumer Research Studies. Your use of their services may be subject to their separate terms and conditions and privacy notice which you will be asked to review and accept in advance.

4.2 Campden BRI operates within the UK and the EU and may transfer personal information to a country outside the EEA. In all such cases, we will take steps to ensure that personal data is only transferred in accordance with applicable data protection legislation.

- 4.3 We may also use and disclose information in aggregate (i.e., anonymised where no individuals are identified) for reporting, research, and communication purposes.

5. How long will Campden BRI keep my information?

- 5.1 We will hold your personal information on our systems in compliance with our Records Management Policy or for as long as is set out in any relevant contract you hold with us. Please see Campden BRI's Consumer Panel Terms and Conditions for more information.

6. How can I exercise my data protection rights?

- 6.1 You have the right to ask for a copy of the information that we hold about you at any time. Furthermore, you have the right to request this in a portable format.
- 6.2 Where we hold personal information about you with your consent you have the right to request it is deleted. Where we need to retain your personal data, e.g. to comply with statutory retention requirements, you have the right to restrict any other way we are processing your data.
- 6.3 If the information we hold about you contains any inaccuracies, you have the right to have those corrected.
- 6.4 To exercise any of your rights, contact us using the details listed below. We will need copies of two forms of identification, which can be:
- Passport;
 - Driving licence;
 - Birth certificate;
 - Utility bill (from last 3 months);
 - Bank statement (from last 3 months);
 - Rent book (from last 3 months);

7. Market Research Society Code of Conduct

- 7.1 Campden BRI is a company partner of the Market Research Society (MRS) and adheres to the UK MRS Code of Conduct. Further information on the MRS Code of Conduct can be found at <https://www.mrs.org.uk/standards/code-of-conduct>.

8. Contacting Campden BRI

- 8.1 If you have any questions, comment or complaints about this notice or how we have processed your personal data, please contact:

The Data Protection Officer
Campden BRI
Station Road,
Chipping Campden
Gloucestershire UK. GL55 6LD
Tel: +44(0)1386 842000
Email: DPO@campdenbri.co.uk

- 8.2 If we are unable to fully resolve any issue to your satisfaction you have the right to contact the Information Commissioner's Office, whose contact details can be found at <https://ico.org.uk/global/contact-us/>