

## **AGRIFOCUS GDPR STATEMENT**

Your privacy is important to us. We take great care in protecting your privacy and the information you provide whilst conducting research with us (whether through online, telephone/mobile or face to face research approaches).

We are committed to meeting the requirements of the following laws and codes:

- The EU General Data Protection Regulation (GDPR)
- Data Protection Act 1998 and the new Data Protection Act which will enact GDPR requirements
- Market Research Society's (MRS) Code of Conduct
- ICC/ESOMAR (European Society for Opinion and Marketing Research) International Code on Market and Social Research.

We do not sell or promote anything. We conduct market research and we commit, in obtaining your co-operation, not to mislead you about the nature of the research or how the findings will be used. Your responses will be treated as confidential unless you consent to being identified.

We operate in the UK under the name Agrifocus Ltd. Our registered office is Dukes House, Penyfan, The Narth, Monmouth NP25 4RE. We are registered with the ICO under registration **ZA450259**. We are registered with Companies House under registration number 03516741.

### **Why have we contacted you?**

If you are invited to take part in research, it will be because:

- You were selected due to being, a customer or recently left customer of one of the companies or organisations for whom we work
- You have given permission for a company to supply your details to a third party for research purposes
- You have taken part in previous research administered by Agrifocus and given us your permission to contact you in the future for research purposes.

If you have been contacted by Agrifocus and you do not believe you have given your permission or just wish your name to be removed from the database, let us know and we will remove you from the contact list for that specific research project and inform the relevant organisation who supplied your details. Your rights under GDPR are protected and we will reply to any 'subject access requests' within 48 hours. Please submit any requests or queries to [lesley@agrifocus.co.uk](mailto:lesley@agrifocus.co.uk).

### **What information do we hold?**

We are typically provided with nothing more than a name and a phone number and/or email address in order to contact you. Occasionally, for other methods of research, such as F2F, we may have approached you in a shop or at an event for example.

Where we are provided with a database or where we have bought in a database we request only the minimum amount of details to allow us to conduct the research to the specification we have been commissioned to carry out. We never hold sensitive data such as account numbers or financial details.

When we contact you, we generally do so for one of the following purposes:

- To invite you to participate in research
- To confirm the details of research you have agreed to take part in
- To conduct research with you
- To validate answers/views you gave in a recent research we conducted (if you have consented to us doing so)
- To update and to ensure that our records of your personal information are correct (applicable to those consenting to being part of an ongoing community or panel)

## **What information do we collect?**

The information we collect can contain your personal opinions to the questions we ask you as well as personal information such as name, address, postcode, gender, age etc. As with all research you have the option to refuse to take part or refuse to answer any individual question(s). Refusing to answer any one or more question(s) will not impact your ability to complete a research survey. This is collected for quality control purposes and is not shared with anyone outside of our organisation unless you express permission has been obtained (see the section 'who do we share data with?')

Where relevant to the research being undertaken, we may collect business contact information, such as, company name, job title, and department. This is collected for quality control purposes and is not shared with anyone outside of our organisation unless you express permission has been obtained (see the section 'who do we share data with?')

We do not do any invisible processing of data from your computer. We will only collect and use personal information in accordance with this policy to the extent deemed reasonably necessary to serve our legitimate business purposes, and we will maintain appropriate safeguards to ensure the security, integrity, accuracy and privacy of the information you have provided.

Personally identifiable information collected will be kept for no longer than 12 months from project commencement unless stated specifically at the time of taking part. Non identifiable information you give will be kept for no longer than 5 years.

## **How is my consent gained and is it demonstrable?**

At the start of every research project we will provide you the vital information that will allow you to provide informed consent as to whether you wish to take part or not. This will include who we are calling on behalf of, the length of time we need to complete a survey, the general topic and, if relevant, any incentive information

For certain research projects it is vital that we do not reveal the clients name upfront so as to avoid any bias in your answers. We will be able to reveal the clients name at the end of the survey if requested.

## **How do we use the data you give us?**

The personal information we collect is:

- Combined with the responses/views/opinions of others who participated in the same research and reported back anonymously to the client that commissioned the study
- Used on an aggregated basis to analyse the data based on certain groups or demographic profiles
- Occasionally used to re-contact you to validate your responses (if you have consented to us doing so).

All of your survey responses are treated as confidential. We will never intentionally disclose your personal information or individual survey responses to the client that commissioned the study or any third parties unless:

- You request or consent to sharing your identifying information and individual responses
- In the rare but possible circumstance that the information is subject to disclosure pursuant to judicial or other government subpoenas, warrants, orders or for similar legal or regulatory requirements.

## **Who do we share information with?**

We will never sell your personal information to third parties. From time to time we may employ other companies and individuals (defined as partners) to perform functions on our behalf. Such as conduct larger scale CATI or online fieldwork or research in a language that we are unable to do so in-house. On such occasions they will have access to the personal information needed to perform their functions but will not use it for other purposes. Agreements are in place to ensure that any third parties must also process the personal information as set out in this Privacy Policy and as permitted by the UK's Data Protection Act/laws/GDPR.

The data we or our partners collect during the research process is reported back to our client in anonymised format unless you have explicitly given permission to be identified. We do not share any research data we collect data with other parties. All data is stored in secure UK servers.

## Security

Agrifocus maintains appropriate technical, administrative and physical safeguards to protect information, including, without limitation, personally identifiable information, received or collected by us. We review, monitor and evaluate our privacy practices and protection systems on a regular basis. Only certain employees have access to the personal information you provide us and are only granted access for data analysis and quality control purposes. Agrifocus is not responsible for any errors by individuals or organisations in submitting personally identifiable information to us.

## Access Rights

Your co-operation in any survey conducted by Agrifocus is voluntary at all times, and we are always grateful for your help.

- Right of access and right of rectification - You are entitled to access the personal information we hold about you (which is known as a subject access request) and you have the right to update any incorrect information.
- Right to withdraw consent - You also have the right to withdraw consent you gave for participation in one of our surveys at any time
- Right to be forgotten – this request allows you the right to have your personal data held by us securely erased. In such requests we will delete them from the project we have contacted you on/for and will pass the request to the organisation that provided us with the details in the initial instance.

Wherever reasonable and practical we will carry out such requests and do so within 10 working days of you emailing your request.

## Queries

If you have any queries concerning this policy, our website or our research, or would like to make a subject access request, please contact us on [lesley@agrifocus.co.uk](mailto:lesley@agrifocus.co.uk)

If you have concerns regarding how your personal information has been processed by Agrifocus you can make a complaint to the Information Commissioners Office (ICO) via the following options:

Website: <https://ico.org.uk/concerns> Telephone helpline: 0303 123 1113. We are registered with the ICO under registration ZA450259.