

Axiom Research & Consultancy's Privacy Policy

Axiom Research & Consultancy is an independent market research agency and consultancy. We design bespoke research and evaluation solutions to deliver insight led consultancy that help our clients thrive.

We are based in Glasgow, Scotland, UK. Our address is:

- Second Floor, 27 Woodside Place, Glasgow G3 7QL.

Axiom Research & Consultancy is committed to protecting and respecting your privacy. We have robust procedures in place to ensure that any data that you provide is processed and stored securely. We never pass your data on to any third parties without your express consent. We are committed to meeting the requirements of the:

- EU General Data Protection Regulation (GDPR)
- The Market Research Society Code of Conduct

WHY WE COLLECT YOUR PERSONAL INFORMATION?

Axiom Research & Consultancy, along with our research partners, undertake the collection of data as part of our market research projects which are conducted either in person, via telephone or online on behalf of our clients.

- All responses to our market research surveys are treated in the strictest confidence and in accordance with the Market Research Society Code of Conduct and GDPR.
- We collect data in our surveys for research purposes only, and our use of that information will be limited to that purpose.
- Research participation is voluntary and sample members/research respondents always have the opportunity to decline involvement in the research after agreeing to participate.
- We do not collect personal information without research participant consent.
- Upon request, we can provide research respondents access to the personal information they have provided us with during a survey. We

will correct any information that is inaccurate or incomplete and change consent status or delete personal information, if requested.

WHAT IS OUR LAWFUL BASIS FOR COLLECTING YOUR PERSONAL INFORMATION?

- The legal basis for processing personal data for the purposes of this research project will be Article 6(1)(e) of GDPR: 'processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller'.

CONSENT:

- Research participation is voluntary.
- Before providing personal information as part of the recruitment stage or before completing an online survey, you will have been asked for consent to provide the information and opt-in to taking part in the research.

WHAT WE DO WITH YOUR DATA:

- The information we gather about you is stored on our secure server, which is located in the UK.
- Access to your personal data is limited to those who need to access it for the explicit purposes of the research project. Those individuals who have access to the data are required to maintain the confidentiality of such information.
- Personal data, such as names, email addresses, postal addresses, and any other information which can identify an individual will not be shared with anyone out with the research team managed by Axiom Research & Consultancy and will be deleted once the project has been reported back to the client.

DATA SECURITY AND STORAGE:

- Axiom Research & Consultancy has appropriate technical and administrative security policies and procedures in place to protect your personal data and information from loss, misuse, alteration, or destruction.

- We only keep your personal information for the minimum amount of time necessary, and it is securely deleted as soon as the research is finished. That is, when the project presentation/report has been signed off by the client.

YOUR RIGHTS- ACCESS TO COLLECTED INFORMATION:

- The General Data Protection Regulation gives you the right to request a copy of personal data that we keep about you, and to have any inaccurate information about you corrected. If you wish to make such a request or you are concerned that any of the information, we possess about you is incorrect, please contact us at info@axiomconsultancy.co.uk

UNSUBSCRIBE:

- If you wish to unsubscribe or opt-out from any Axiom Research & Consultancy projects, please contact us at info@axiomconsultancy.co.uk

LINKS TO OTHER WEB SITES:

- Axiom Research and Consultancy's web site and online surveys may link to other web sites that are governed by other privacy statements that may differ in content to this Privacy statement. Please ensure you review the privacy policy for each web site that you may visit.

USE OF COOKIES:

- We limit the use of cookies and use cookies only for quality control, validation and to improve your browsing experience. It is possible to configure your browser to notify you when cookies are being placed on your computer, and to delete cookies by adjusting your browser settings.

COMPLAINTS:

- If you are dissatisfied with the way we handle your personal data, you can raise your concerns with our Data Protection Officer in the first

instance. You can do this initially by e-mail to info@axiomconsultancy.co.uk

- If you feel we have been unable, or unwilling to resolve your complaint, you have the right to lodge a complaint with the Regulator for data protection in the UK, the Information Commissioner's Office (ICO):

The Information Commissioner
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

<https://ico.org.uk/concerns/handling/>