

This privacy policy explains how we use the personal information we collect from you when you take part in market research that has been recruited / managed by Blue Bear.

**What we do:** we work for a range of market research companies who ask us to find participants to take part in research for them. In turn, we then work with a network of recruiters from across the country who find people to participate in market research projects. Some of these recruiters work by themselves, some as companies in their own right.

**Being clear about what will be involved:** the research that we recruit for is varied and means that you might be asked to undertake tasks as well as speak to the research company – don't worry, whatever is required of you will be clearly stated upfront, and if you have any questions about the research process you are being asked to take part in, the recruiter can always approach us for clarification before you agree to take part.

**How we manage the process:** we take instruction from the research agencies we work with and create a list of questions that helps us to identify who they would like to speak to. These are the questions we ask to ensure we invite the right people into the research.

This means we often have to find general information such as your age, who lives in your household, and we often ask about products or services that you use. Occasionally we need to ask more sensitive information e.g. sexual orientation or ethnic origins. Rest assured, when we do, you can always elect not to answer and we will make sure that we get your permission to use this information.

**How we communicate with you:** once the recruiter has put your details forward as a participant, we may contact you by telephone, email or SMS message for quality control purposes prior to the research. If there is an exercise to complete, we may contact you to check on progress.

**How our clients may communicate with you:** we will share the personal data that is necessary for the research activity with the client. Our client will only contact you if it has been explained why / how and agreed with you beforehand.

**After the research:** once you have taken part in the research we will keep your data securely for a period of 3 months before deletion. This is to facilitate quality control and validation. Any personal data is password protected and kept on our encrypted UK servers. Any hard copies printed are limited to necessary use and are shredded immediately after sessions are conducted.

**Your rights:** if you signed up for a research project through a third party, they will remain the Data Controller and will provide further details through their Privacy Notices.

All third party suppliers of Blue Bear are compliant with the GDPR. We all adhere to the Market Research Society's Code of Conduct.

We won't sell or share your data to third parties for use outside the activities that we have specifically agreed with you. If you would like further information about your personal data rights, the ICO website can be used. However, we believe the key points that relate to our recruitment activities are:

- You can request a copy of the data we hold about you
- You have the right to request that your data is erased at any point
- You can ask to have your data rectified if it is inaccurate

To exercise any of these rights, please contact [lisa@bluebear.co.uk](mailto:lisa@bluebear.co.uk) or by post at Blue Bear, 89 Great Eastern Street, London, EC2A 3HX.

*Notes:*

Blue Bear is part of Discovery Research Limited.

We reserve the right to update this Privacy Notice at any time. If there is a major change to the Privacy Notice and individuals' data is likely to be affected, we will notify them directly by email.