

## Are Brands Missing the Mark? | Data addendum

### Data Retention:

#### What this notice covers.

As an organisation that relies on the use of personal data, the University of Newcastle upon Tyne is responsible for collecting and using your data in a responsible and secure way, and that starts with clearly telling you how we collect, use and protect your personal data. This notice sets out:

- The personal data we may collect from you;
- How and why we use your personal data;
- Why we may share personal data within University of Newcastle upon Tyne and with other organisations; and
- The rights and choices you have when it comes to your personal data.

The University of Newcastle upon Tyne (“we”, “our”, “us”, “The University”) processes personal data in accordance with our obligations under the General Data Protection Regulations (‘GDPR’) and is a registered Data Controller (Registration Number Z5470161) with the Information Commissioner’s Office (‘ICO’), which is the supervisory authority responsible for the oversight and enforcement of Data Protection Legislation within the United Kingdom.

#### Personal data we collect.

When you take part in our research, you provide us with the data that powers our business. While there are certain data that you must provide in order to engage in some of our opportunities, such as account details when you join the “Voice Digital Platform”, you control how much data you share with us. Whether you only want to participate in certain research opportunities, or all of them – it’s your choice (although please note that refusing to provide certain information may impact your ability to take part in research opportunities).

The data we are collecting is as follows:

When you participate in any online surveys related to this project, we may collect the following types of data:	<ul style="list-style-type: none"><li>• First name</li><li>• Last name</li><li>• Age</li><li>• Ethnicity</li><li>• Gender</li><li>• Sexual Orientation</li><li>• Religion</li><li>• Education Level</li><li>• Employment Status</li><li>• Primary Language</li><li>• Information you pro-actively share with us about who you are, what you think, and what you do.</li></ul>
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If you have been invited to participate in online or in-person qualitative research we collect:	<ul style="list-style-type: none"> <li>Your opinions, motivations, and perspectives on the topics that the research is exploring.</li> <li>We may also record these interviews or focus groups with you, but in such cases, you will be given full information about the research project and the opportunity to not participate.</li> </ul>
When you contact us or interact with our website or social media pages we collect:	<ul style="list-style-type: none"> <li>Any personal data that you may provide about yourself, including your name and contact details and the conversation history of our communications with you.</li> <li>Any comments you make on our website or social media pages.</li> </ul>

### How long we'll keep your data:

Personal data is retained for as long as it is required to fulfil the purpose for which it is held and then to fulfil any legal requirements.

### Our use of personal data for basic market research

We use the data that you share with us, or that we receive from the other sources mentioned above, to give you the best experience possible, and to provide useful research for our clients. The uses we describe below form the basic agreement we have with our participants.

For most of these uses, we process your personal data on the grounds that our processing is necessary for legitimate interests we pursue as a business, namely that our business relies entirely on the ability to use your personal data to produce research and insight for our clients. The exceptions to legitimate interests being the grounds for processing is **consent**.

We will always ask for your consent when;

- Using special categories of data (as described above);
- Sharing personal data with our clients or partners; and
- Collecting specific types of data from you (we will always outline the purpose the data will be used for and gain consent prior to collection).

We use personal data to...	For example
Select and invite you to participate in research activities	<ul style="list-style-type: none"> <li>We'll use the information you provide when you join Voice® and when you engage in research opportunities, such as your postcode and demographic data, to invite you to participate in further research opportunities we think you'll be interested in.</li> <li>Your opinions on the topics that the research is exploring</li> </ul>

Produce aggregated and pseudonymized research	<ul style="list-style-type: none"> <li>We may combine your data, such as your survey responses, with data about other participants members and turn them into aggregated insights. We may show you and other participants these insights as you interact with us or provide them to our clients and partners in the form of reports, statistical spreadsheets or dashboards, whitepapers, or articles and academic journals. These business insights are anonymous, meaning it will not be possible to identify you personally.</li> </ul>
Produce pseudonymized but non-aggregated respondent-level data for clients	<ul style="list-style-type: none"> <li>We may provide our clients with documents (spreadsheets or dashboards, whitepapers, or articles and academic journals) that contain data that you have given us in a non-aggregated form. While these data sets are not aggregated, they do not reveal your identity as they will be pseudonymized or have any personally identifiable information redacted from qualitative data.</li> </ul>
Develop and improve our services	<ul style="list-style-type: none"> <li>We use research data to improve our research tools and methods, which helps us ensure that we are giving you and our clients the best possible experience.</li> </ul>
Respond to you when you exercise any of your rights relating to the data, we hold about you (more information about the rights you have over your data is set out below)	<ul style="list-style-type: none"> <li>We will use your account information and internal identifiers to identify the data that is relevant to your request and respond to you.</li> </ul>

## Who we may share your personal data with

To use your personal data in the ways described above, we may share it within the University of Newcastle Upon Tyne, with trusted third parties who provide services to us, and on rare occasions with clients (but only if you have specifically agreed to that). Here is some more information about the types of organisations and what we may share with them:

Our clients	It is unlikely that we will need to share any personal data with our clients. If instances occur where we needed to share identifiable information with the client, we would not do so without gaining your consent, Whether you are willing to share this data or not is completely up to you.
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Our service providers	<p>We work with trusted service providers that carry out certain functions on our behalf so we can provide our services to you.</p> <p>These organisations process data on our behalf. They only have access to the personal data that they absolutely need to provide the specific service to us, and in all cases, we have contractual safeguards in place to ensure that they do not disclose or use it for any other purposes.</p> <p>Our service providers fall within the following categories:</p> <ul style="list-style-type: none"><li>• Data collection technology (enables us to securely collect data submitted by research participants and others) – <a href="#">Typeform</a>, <a href="#">Zoom</a></li><li>• Cloud &amp; physical data storage - <a href="#">Microsoft 365</a></li></ul>
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### How we store and protect your personal data?

We have appropriate security measures in place to protect personal data, taking account of the nature of the data and the harm that might be caused if it were lost. These security measures will be tested regularly, assessed, and evaluated to ensure they maintain an appropriate level of security for personal data.

Personal data will be accessible only to those people who need to use it as part of their work. Unauthorised or unlawful access to, use or disclosure of personal data may lead to disciplinary action, and in some cases could be considered as gross misconduct. In serious cases it could also be a criminal offence.

We will provide prompt and effective notification to the relevant supervisory authority and to data subjects, where necessary, in the event of a personal data breach. We will cooperate fully with any regulatory investigations that result from a breach.