

## **Privacy Policy for Survey Respondents**

**This privacy policy explains how we handle your personal information and data when you take part in survey research.**

This privacy policy applies to all the products, services and websites offered by Ceeda, a division of Research Solutions UK Limited Co. number 4709056 Registered address 14 High Street Yarm, TS15 9AE

We refer to those products, services and websites collectively as the “Services” in this policy.

We refer to people purchasing these products and services as “Clients” in this policy.

We refer to people taking part in research commissioned by “Clients” as “Survey Respondents” in this policy.

Research Solutions UK Limited is a full member of the [Market Research Society](#) you can the Market Research Society free of charge to check we are a bone fide research agency; call 0500 39 69 99. We are also registered with the [Information Commissioner's Office](#) as a Data Controller.

For questions regarding our privacy policy or practices please contact [enquiries@ceeda.co.uk](mailto:enquiries@ceeda.co.uk) write to our registered address above or call 0845 6800631.

### **Why have I received an invitation to take part in research?**

Ceeda provides a research service to Clients wishing to evaluate peoples experience and opinions. You have received an invitation to take part in a survey for one or more of the following reasons:

1. You are a customer of a Client using our research services
2. You are an employee of a Client using our research services
3. You have consented to email communication from a third party organisation who has sent you a survey invite on our behalf.

Participation in research is entirely voluntary and you can opt out at any time.

### **How do I prevent future survey invites being sent?**

You can stop receiving survey invitations from Ceeda by:

1. Following the unsubscribe instructions in the original email you received
2. [Contacting](#) Ceeda
3. Contacting the organisation using our services as indicated in your survey invite.

## Information we collect and store

**Survey responses.** We collect and store the survey responses that you submit. Some surveys will ask for your name and contact information to administer survey incentives such as prize draws, monitor service quality and give your feedback to Clients on a named basis and subject to your explicit consent. We NEVER provide survey data on a named basis without your explicit consent which is asked and recorded at the time of the survey.

**Your email address.** If a Client uses the Ceeda survey system to send you an invite to a survey your email address will be stored on our system. Information you provide is used solely for the purposes of administering research programmes. We NEVER share your contact information with third parties unless explicitly instructed to do so by you or required to do so by law.

**How do you keep my data secure?** Details about our security practices are available [here](#)

## Access to your personal information

You have a right under the Data Protection Act 1998 to ask us to provide you with the information we hold about you and to have any inaccuracies corrected.

If you would like to access a copy of your personal information, please [contact us](#)

Further details about your rights under the Data Protection Act can be accessed on [Information Commissioner's website](#)

## Cookies and IP logging

The [www.ceeda.co.uk](http://www.ceeda.co.uk) website uses cookies. A cookie is a piece of data that may be stored on your computer when you visit a website. When you visit our website, our server will record your computer's IP address (the unique numerical address given to every computer connected to the internet) and the time and duration of your visit. Our website will also store a cookie on your computer.

This cookie and your IP address will be used to record the pages you visit on our website. We will use this information to analyse the way our site is used, and to administer and improve the accessibility of our site. We will not use it for any other purpose. We will not use cookies or IP addresses to identify individuals.

## Changes to this privacy policy

We may modify this policy from time to time. If we do so we will notify you by publishing changes on [www.ceeda.co.uk](http://www.ceeda.co.uk). If you disagree with the terms of this privacy policy please opt out of taking part in Ceeda surveys.