

PRIVACY NOTICE

Clear Edge Insight Ltd trading as Edge Insight is committed to protecting the privacy of the data we collect from our website visitors, our survey participants, our clients and our associates. This Privacy Policy covers all data that we collect.

Cookies

Cookies are small text files which are sent to your computer which enable websites to recognise you. You can set up your computer so that it rejects cookies, but in doing so you may be unable to accurately view some of the content on this site.

You can learn more about cookies at <https://cookiepedia.co.uk/>

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Links to other websites

There are links to other sites on this website, these third-party content providers may have different privacy policies and practices from those disclosed here. These other websites may send their own cookies to visitors, collect data or solicit personal information. We assume no responsibility for the policies or practices of linked sites.

Information for clients/ associates

If you are a client or associate of Edge Insight, we will collect and process information in relation to the projects we work on together. This information will be used for the SOLE purpose of each project and will not be shared with any third parties.

If you chose to receive our newsletter we will collect and process your name and email address. This information will be used for the SOLE purpose of sending you the newsletter and will not be shared with any third parties.

Data security is important to us, all personal data is stored on an encrypted drive. We don't keep data for longer than is necessary, we audit our information on an annual basis.

Information for survey respondents

What information is being collected?

The survey will ask questions around your experiences of using certain products and services, or your thoughts on a proposed new development. In addition, we may ask for personal information (e.g. age, gender, income, marital status etc) this helps us to identify trends in the results (e.g. those under 35 years of age are less likely to buy Product A)

Why is this information being collected?

The information is collected to help design and produce products that better match customers' preferences.

Who is collecting this information?

Edge Insight is a market research consultancy based in the UK. We conduct research on behalf of our clients, in order to help them improve their products and services. Edge Insight operates in the UK only, any data collected by Edge Insight will remain in the UK.

How will my answers be used?

The answers you give to this questionnaire will be combined with the answers given by other participants, and will be reported in an aggregated, anonymous format. Your individual responses will not be identifiable to anyone other than Edge Insight unless you give express permission.

How will you store my survey answers?

Data security is important to us, all personal data is stored on an encrypted drive.

Anonymous data is stored for 3 years, after which it is securely destroyed.

Personal information is kept for the duration of the project + 12 months, after which it is securely destroyed.

What rights do I have?

All activities are conducted by our research team in accordance and are members with the Market Research Society Code of Conduct and follow current GDPR legislation. GDPR legislation defines the rights of individuals as follows,

- the right to be informed
- the right of access
- the right to rectification
- the right to erasure
- the right to restrict processing
- the right to data portability
- the right to object
- the right not to be subject to automated decision-making including profiling

How can I see a copy of, amend, withdraw my consent or ask for any personal data you hold on me to be deleted?

You may want us to amend or delete the information we have about you or you may want to see a copy of the personal data we hold and process on you by contacting us at jan@edgeinsight.net

How do I stop you contacting me with marketing materials?

If you've previously consented to receiving our marketing materials but have now changed your mind and wish to withdraw consent you can do this at any time by simply emailing jan@edgeinsight.net

Can I complain if I'm not happy with any of the above?

Yes. Our Privacy Officer has overall responsibility for the day-to-day implementation of this policy. If you'd like to make a complaint on how we have handled your personal data, you can contact us to have the matter investigated at jan@edgeinsight.net. Edge Insight takes complaints very seriously and we will respond to complaints as soon as possible and certainly within 30 days.

If you are not satisfied with our response or believe we are not processing your personal data in accordance with the current legislation you can complain to the UK Information Commissioner's Office on: 0303 123 1113 | <https://ico.org.uk/concerns/handling/>

Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF

Other information

If you have any questions or require any further information then please contact:

Jan De Iulio | jan@edgeinsight.net | 020 333 20 020