



Privacy policy & Website conditions of use

Below you will find reference to how we deal with privacy and under what conditions we provide access and use of our website.

Respondent/Participant Privacy

We take privacy very seriously here at I C research.

Confidentiality is paramount both for our clients and for the people that participate in research, so we ensure that everyone's right to privacy and anonymity is respected.

Why information is collected and how securely is it kept?

In conducting research, we always have to collect some information about the people that we are engaging with (respondents). Sometimes this can be as simple as a name and a contact details such telephone number, email or address. Sometimes, depending on the research project, we have to collect more information such as (but not limited to) socioeconomic information or how, when and why you buy products/use services, your personal preferences, etc. However, we guarantee that whatever information we do ask for is never used for any other purpose than that for which it was requested, it is never shared with any other organisation that is not part of the research process and is never kept permanently. Any information kept on our database that could be regarded as personal or private or could identify you in some way is never kept for longer than one year and in many cases, is securely destroyed after three months.

What information is being collected, how will it be used and how is it collected/provided to us?

To make sure that we are engaging with the most appropriate respondent for any type of research project, we need to understand who you are even if it is just your age and gender; some projects can include a wide variety of participants, others require a very specific type of person and therefore we need to ask questions to find out if you fit the required description. Information about you would only be used to classify you as a respondent type and how we can contact you.

Usually, any information about you is provided by you to one of our research partners who provide recruitment or survey services. This information is always kept safe using the latest encryption software. Any of your personal details that we hold electronically or on any printed hardcopy form are always securely shredded when no longer required, leaving your responses completely anonymised. We review security on a regular basis.



If you have provided information about yourself to a research panel company, it will have its own separate privacy policies and unless you have given explicit permission during the research, your personal information will not be available to us.

Who will it be shared with?

We stress that your personal information is NEVER shared with any individual or organisation, for any purposes other than that described to you and to which you have agreed to.

No third-party organisations have access to or are provided with any information about anyone for sales, marketing or any other activities other than for participation in the research project that would have been described to you.

What will be the effect of this on the individuals concerned?

Since physical and electronic security of data is of utmost importance, every step possible has been taken to ensure that electronic devices are kept as securely as possible and risk of cyber-attacks and other electronic theft is minimised by using password protected software and anti-malware/anti-hacking software protection.

Should there be any electronic payments made, this is done through secure banking systems and any payment details are immediately and permanently destroyed.

There should never be any detrimental effect on having volunteered to take part in any form of research.

Individual's right to check, object or complain,

You always have the option to contact us directly to discuss what information you have provided/has been provided to us/is held by us, how it will be used and discuss any concerns that you may have.



Marketing Privacy

Your privacy is important to us here at I C research ltd, so we've developed a Privacy Policy that covers how we collect, use, disclose, transfer, and store your information. We will take all reasonable steps to ensure that your data is treated securely and in accordance with this privacy policy.

What we collect

We collect certain information or data about you when you use www.icresearch.co.uk or contact us using the website forms.

We collect:

- questions, queries or feedback you leave, including your email address, if you contact I C research ltd
- your email address and subscription preferences when you sign up to our email alerts

This information helps us to:

- send you our newsletters from time to time if you have requested this information
- ensure that content from our site is presented in the most effective manner for you and for your device
- provide you with information, products or services that you request from us or which we feel may interest you, where you have consented to be contacted for such purposes
- carry out our obligations arising from any contracts entered into between you and us
- allow you to participate in interactive features of our service, when you choose to do so and notify you about changes to our service.

This information can be viewed by authorised people in I C research ltd to:

- improve the site by monitoring how you use it
- gather feedback to improve our services, for example our email alerts
- respond to any feedback you send us.

Where your information is stored

We store your information, whenever possible, on secure servers in the European Economic Area (EEA).

Some of our suppliers are based outside the EEA and therefore your information may be accessed outside the EEA. We have strict controls over how and why your information can be accessed.



When you sign up to our email alerts

We use MailChimp for our email alerts. MailChimp has staff based outside the EEA, and stores your data in the USA. MailChimp is certified under the EU-US Privacy Shield framework. When you sign up to our email alerts, you agree to your data being stored in this way.

As a subscriber to our email alerts, we may contact you from time to time to ask for your feedback on how to improve our email alert service.

We will continue to send you email newsletters and alerts until you tell us not to or use the unsubscribe option on any of our emails.

Keeping your information secure

We have procedures and security features in place to keep your information secure once we receive it. This is detailed in our Data Protection and Security Policy.

Disclosing your information

We may pass on your personal information if we have a legal obligation to do so, or if we have to enforce or apply our terms of use and other agreements. This may include disclosing to other companies and organisations in connection with fraud protection and credit risk reduction. We won't share your information with any other organisations for marketing, market research or commercial purposes, and we don't pass on your details to other websites.

Your rights

You can find out what information we hold about you, and ask us not to use any of the information we collect. If you wish to exercise this right, please send your request to enquiries@icresearch.co.uk

If you've signed up for email alerts, you can unsubscribe or change your settings at any time.

About Us

I C research ltd is a private limited company registered in England and Wales. Registered number: 7871230. Registered office: The Coach House, Ealing Green, London, W5 5ER

Please note that if you click on, or follow, any links from our site to external websites, our privacy policy will no longer apply. Please check the privacy policies of any such external site before submitting any personal data, as we cannot accept any responsibility or liability in relation to them.



Website - Conditions of use

Welcome to our website. If you continue to browse and use this website, you are agreeing to comply with and be bound by the following terms and conditions of use, which together with our privacy policy, govern I C research Ltd's relationship with you in relation to this website. If you disagree with any part of these terms and conditions, please do not use our website.

The term 'I C research Ltd' or 'us' or 'we' refers to the owner of the website whose registered office is The Coach House, Ealing Green, London W5 5ER. Our company registration number is 7871230 registered in England and Wales. The term 'you' refers to the user or viewer of our website.

The use of this website is subject to the following terms of use:

- The content of the pages of this website is for your general information and use only. It is subject to change without notice.
- This website uses cookies to monitor browsing preferences. If you do allow cookies to be used, the following personal information may be stored by us for use by third parties: [insert list of information].
- Neither we nor any third parties provide any warranty or guarantee as to the accuracy, timeliness, performance, completeness or suitability of the information and materials found or offered on this website for any particular purpose. You acknowledge that such information and materials may contain inaccuracies or errors and we expressly exclude liability for any such inaccuracies or errors to the fullest extent permitted by law.
- Your use of any information or materials on this website is entirely at your own risk, for which we shall not be liable. It shall be your own responsibility to ensure that any products, services or information available through this website meet your specific requirements.
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- All trademarks reproduced in this website, which are not the property of, or licensed to the operator, are acknowledged on the website.
- Unauthorised use of this website may give rise to a claim for damages and/or be a criminal offence.
- From time to time, this website may also include links to other websites. These links are provided for your convenience to provide further information. They do not signify that we endorse the website(s). We have no responsibility for the content of the linked website(s).
- Your use of this website and any dispute arising out of such use of the website is subject to the laws of England, Northern Ireland, Scotland and Wales.



Disclaimer

The information contained in this website is for general information purposes only. The information is provided by I C research ltd and while we endeavour to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability or availability with respect to the website or the information, products, services, or related graphics contained on the website for any purpose.

Any reliance you place on such information is therefore strictly at your own risk.

In no event will we be liable for any loss or damage including without limitation, indirect or consequential loss or damage, or any loss or damage whatsoever arising from loss of data or profits arise out of, or in connection with, the use of this website.

Through this website you are able to link to other websites which are not under the control of I C research ltd. We have no control over the nature, content and availability of those sites. The inclusion of any links does not necessarily imply a recommendation or endorse the views expressed within them. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Every effort is made to keep the website up and running smoothly. However, I C research ltd takes no responsibility for, and will not be liable for, the website being temporarily unavailable due to technical issues beyond our control.