

Privacy Statement - Participants

Your privacy is important to us. We take great care in protecting your privacy and the information you provide whilst conducting research with us (whether hosted on our own website, other websites on our behalf or by any other means, including by telephone or face to face).

We are committed to meeting the requirements of the following laws and codes:

- The EU General Data Protection Regulation (GDPR)
- Data Protection Act 1998 and the new Data Protection Act which will enact GDPR requirements
- Market Research Society's (MRS) Code of Conduct
- ICC/ESOMAR (European Society for Opinion and Marketing Research) International Code on Market and Social Research.

We conduct market research using scientific methods and we commit, in obtaining your cooperation, not to mislead you about the nature of the research or how the findings will be used. Your responses will always be treated as confidential unless you consent to being identified.

Why have you been selected to take part

We will not mislead you about the nature of the research or how the data will be used. If you are invited to take part in research, it will be because;

1. You have given consent to a third party company that you wish to take part in online studies
2. Your profile (held by the third party companies) has identified you as suitable to take part. For example; being of the right age, gender and geographic region..

If you believe you have been invited to take part in error, then please contact us and we will forward this information to the company that provided you with the study link.

We never knowingly invite children under the age of 16 to participate in research studies without taking measures to ensure appropriate consent from a responsible adult.

Information We Collect

We will collect your information when you conduct research with us. This information consists of:

1. Unidentifiable personal information that you provide in response to our questions. For example; your age, gender and region.
2. Your responses to questions / tasks that makeup the study. These take vary in nature but never contain personally identifiable information however they often consist of your opinions, and certain performance measures such as how long it takes to respond to a task.
3. The type of device used to take part in the study consisting of operating system name and version, browser type and version and device type and version. We also collect other basic metrics such as screen size and whether the device used had a touch screen.
4. You IP address is used to verify your geographic region. The IP address itself is not retained.

We do not do any invisible processing of data from your computer. We will only collect and use personal information in accordance with this policy to the extent deemed reasonably necessary to serve our legitimate business purposes, and we will maintain appropriate safeguards to ensure the security, integrity, accuracy and privacy of the information you have provided.

How is this information used?

The information we collect is:

- Combined with the responses/views/opinions of others who participated in the same research and reported back anonymously to the client that commissioned the study
- Used on an aggregated basis to better understand the tests that makeup our study. For example; better understand how long a particular test is likely to take.
- Where you provide open responses to questions these are sometimes selected to be relayed verbatim to the client. These responses are never linked to any personal information.

Who We Share the Information With

We do not hold and therefore cannot sell your personal information to third parties. From time to time we may employ other companies and individuals to perform functions on our behalf. They will have access to the anonymised responses needed to perform their functions, but will not use it for other purposes.

Cookies

We do not use cookies in the conduct of our studies. Note however that if you were invited to take part in the study by a third party then you should check that companies policy.

Security

Mindlab maintains appropriate technical, administrative and physical safeguards to protect information, including, without limitation, personally identifiable information, received or collected by us.

Queries

If you have any queries concerning this policy, our website or our research, please [contact us](#).

If you have concerns regarding how your information has been processed by Mindlab you can make a complaint to the Information Commissioner's Office (ICO) via the following options:

- Website: <https://ico.org.uk/concerns>
- Telephone helpline: 0303 123 1113

Mindlab Research Privacy Policy last updated 08/04/19.