

## Privacy Policy

### Introduction

Research Stories understands that your privacy is important.

This privacy policy explains how Research Stories use any personal information we collect about you when you sign up to our newsletter.

We take care to protect your privacy and the information you provide to us.

We are committed to meeting the requirements of the EU's General Data Protection Regulations (GDPR), the Data Protection Act 1998, and the forthcoming Data Protection Act 2018.

This privacy policy explains how Research Stories use any personal information we collect about you when you use this web site. It applies to information we collect about:

- visitors to our websites
- people who use our services (e.g. our clients, contractors)
- job applicants and our current and former employees

### Data that we collect to our websites

When someone visits [www.researchstories.co.uk](http://www.researchstories.co.uk) we collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site.

We collect this information in a way which does not identify anyone. We do not make any attempt to find out the identities of those visiting either of our website.

We will not associate any data gathered from this site with any personally identifying information from any source.

If we do want to collect personally identifiable information through our website, we will be up front about this. We will make it clear when we collect personal information and will explain what we intend to do with it.

### Use of cookies by Research Stories

This website uses cookies. By using this website and agreeing to this policy, you consent to Research Stories' use of cookies in accordance with the terms of this policy.

Cookies are files sent by web servers to web browsers, and stored by the web browsers.

The information is then sent back to the server each time the browser requests a page from the server. This enables a web server to identify and track web browsers.

There are two main kinds of cookies: session cookies and persistent cookies. Session cookies are deleted from your computer when you close your browser, whereas persistent cookies remain stored on your computer until deleted, or until they reach their expiry date.

## Cookies on [www.researchstories.co.uk](http://www.researchstories.co.uk)

Research Stories uses the following cookies on this website, for the following purposes:

- IP address - this is used to find out if you are a new user. You will not be asked to consent to our cookie use again if you have already visited our site.
- Name - This is collected if you choose to leave a comment on our blog or news pages.
- Email address - This is collected if you choose to leave a comment on our blog or news pages.

This web site detects your computer's operating system, screen resolution and the browser you are using in order to adjust the site to best suit your system. This is done by the use of a cookie created on your computer. This information is returned to us and stored in an aggregated form for statistical purposes only. We do not collect or store any personal information.

We use cookies on our website for our own internal purposes to track how users navigate through our website in order to enable us to evaluate and improve our website and our online services. We use cookie-derived information to:

- compile statistical data on the use of our website which can be used to manage and plan enhancements to our services,
- to facilitate users' ability to navigate through our website,
- ascertain whether our website is operating at an optimal level,
- personalise and improve the service we offer to you by understanding your preferences and establishing which areas of our website are of most relevance to you.

It is possible for you to delete 'cookies' or to prevent their use by adjusting the browser settings on your computer.

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

To opt out of being tracked by Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout>.

## Research Stories website

We use a third party service, WordPress.com, to publish our site. The site is hosted at 123-reg.co.uk. We use a standard WordPress service to collect anonymous information about users' activity on the site, for example the number of users viewing pages on the site, to monitor and report on the effectiveness of the site and help us improve it. WordPress requires visitors that want to post a comment to enter a name and email address. For more information about how WordPress processes data, please see Automattic's privacy notice.

## People who call us

When you call Research Stories we collect Calling Line Identification (CLI) information. We use this information to help improve its efficiency and effectiveness.

## People who email us

Any email sent to us, including any attachments, may be monitored and used by us for reasons of security and for monitoring compliance with office policy. Email monitoring or blocking software may also be used. Please be aware that you have a responsibility to ensure that any email you send to us is within the bounds of the law.

## Job applicants, current and former Research Stories employees and contractors

When individuals apply to work at Research Stories, we will only use the information they supply to us to process their application and to monitor recruitment statistics. Where we want to disclose information to a third party, for example where we want to take up a reference or obtain a 'disclosure' from the Criminal Records Bureau we will not do so without informing them beforehand unless the disclosure is required by law.

Personal information about unsuccessful candidates will be held for 24 months after the recruitment exercise has been completed, it will then be destroyed or deleted. We retain de-personalised statistical information about applicants to help inform our recruitment activities, but no individuals are identifiable from that data.

Once a person has taken up employment with Research Stories, we will compile a file relating to their employment. The information contained in this will be kept secure and will only be used for purposes directly relevant to that person's employment. Once their employment with Research Stories has ended, we will retain the file in accordance with the requirements of our retention schedule and then delete it.

## People or organisations who use Research Stories services

Information collected from clients and potential clients of Research Stories manage our working relationship with you and keep you informed of general developments we believe are of interest.

We will only collect information about you in a business context and this will include your name, email, company name and phone number, as well as our business interactions.

We will not use your data for any purpose other than to maintain our business relationship. That means things like:

- Tips and guidance to help you get the best out of our products and services
- News to help you make informed choices in the things you buy
- Details of new products and services
- Special offers
- Relevant articles written by our team
- Or simply, to get your feedback

## Who your information is shared with

We will never sell your personal information to third parties.

We will never intentionally disclose any of your personal information to any third party unless:

- You have given your explicit consent for us to share your personal information and responses,
- We are required to for legal or regulatory reasons.

We may transfer your data to a service provider outside of the European Economic Area (EEA). We ensure that any data transfers outside of the EEA are compliant with the relevant data protection legislation and that the processing of your personal information is protected.

## Security

We take appropriate technical, organisational, and physical precautions to secure your personal data and to prevent the loss, misuse, or alteration of your personal data. We regularly review, monitor, and evaluate our privacy practices and protection systems.

We store all your personal data on secure servers, personal computers, and mobile devices.

## Your Rights

Under GDPR, you are assigned the following rights:

- 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

In particular, you are entitled to access personal information we hold about you (which is known as a Subject Access Request) and you have the rights to change any information you deem to be incorrect. Wherever reasonable and practical we will carry out such requests.

For further information on rights related to your personal data, please refer to guidance from the Information Commissioner's Office:

(<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>).

## Queries

If you have any queries regarding this policy or would like to make a subject access request, please email us at [privacy@researchstories.co.uk](mailto:privacy@researchstories.co.uk).



## Our details

Research Stories is the trading name of Applied Market Solutions Ltd.

Our principal place of business is Goodwin House, 5 Union Court, London, TW9 1AA.

We are registered as a data controller with the UK Information Commissioner's Office.

If you have any concerns regarding how your personal information has been processed by Research Stories, you can make a complaint to the Information Commissioner's Office (ICO) either through their website (<https://ico.org.uk/concerns/>) or through their helpline (0303 123 1113).

Our policy may be updated periodically and the latest version will always be readily available to you either on our website or on our newsletter.

This Privacy Policy was last reviewed May 2018.