

Privacy Information Notice

The Thinking Shed is an qualitative research platform – Allowing our clients to interact with research participants in a number of ways through our website or app.

Our clients are most often market research companies who employ us to be their online partner for a project. They may source participants directly and our primary interaction is then the storage of personal data that is then created as part of the project OR The Thinking Shed may be asked to source participants, which means that we liaise with recruitment companies and participant data is sent directly to us to manage and invite to The Thinking Shed.

We help clients decide how best to use the platform. As a result, participants are often asked to create content that is only shared between themselves and the moderator(s) This can include: individual profiles about themselves, create private diaries about a project subject – often adding photos and video to bring to life behavior and opinions about the research. Some participation may also be at a 'group level', such as discussing project related topics in forums together with other participants

- Each participant will receive an email inviting them to register with the platform and create a unique username and password
- The Thinking Shed has administrative access rights to be able to access participants and moderators accounts in order to manage content if required and conduct technical tasks like re-setting passwords should this be required. All involved will be informed of this before taking part
- The Thinking Shed has a duty to ensure that all data created is securely stored on our MySQL server which is backed up on a daily basis.
- We manually delete all project data 6 months after the completion of a project or at a time agreed by the client if different to this.
- Any participant has the right to access their data and request their data to be deleted or changed at any stage. The Thinking Shed will action this if we control data or immediately notify our client for them to act upon requests.
- Data is not passed to third parties or used for marketing or indeed any use outside of the project that participants have agreed to.



GDPR Statement

We hold personal data about our employees, clients, suppliers and other individuals for a variety of business purposes. We endeavor to protect personal data and ensure that staff understand the rules governing their use of personal data to which they have access in the course of their work.


We process personal data fairly and lawfully in accordance with individuals' rights. This generally means that we do not process personal data unless the individual whose details we are processing has consented to this happening and only hold on to it for as long as is legitimately required.

- Our Management Team has a responsibility to keep updated about data protection responsibilities, risks & issues
- We review all data protection procedures and policies on at least an annual basis
- We conduct data protection training and advice for all staff members
- We will respond within 24hrs to individuals such as clients and employees who wish to know the nature of data we hold
- We pro-actively check and approve any third parties we use as having at least equal GDPR standards as ourselves, and agree with any client before using such third parties
- We complete a **data return** form for every project to specifically understand the needs of the client and the duration of retaining data after completion

Things that we do / have in place to ensure compliance:



Registration:
A8286641



Data flows identified for all project types



Data needs & timeframe form completed for all projects



Class leading data handling processes



Staff training and orientation



Best practice supplier relationships



A mature IT policy within a managed IT infrastructure



MRS Partner & Follow Code of conduct



All execs are MRS and AQR members