



Privacy Notice – Indeemo respondents

This privacy notice tells you about the information we collect from you when you agree to participate in Indeemo (mobile ethnography) research for Morris Hargreaves McIntyre. In collecting this information, we are acting as a Data Controller and, by law, we are required to provide you with information about us, about why and how we use your data, and about the rights you have over your data.

Who are we?

We are Morris Hargreaves McIntyre. Our address is 50-54 Copperas Street, Manchester M4 1HS. You can contact us by post at the above address, by email at hello@mhminsight.com or by telephone on +44 (0)161 839 3311.

We have chosen to appoint a Data Protection Officer: enquiries about our use of your personal data should be addressed to Simon Entwistle at the contact details above.

What personal data do we collect?

When you participate in Indeemo, you provide us with personal data in the form of the photographs, audio or video recordings.

We will only process this personal data when you have provided fully informed consent, either verbal or written.

Why do we collect this information?

We use this Indeemo data for market research and evaluation purposes, this includes carrying out analysis and producing reports on behalf of the client who has commissioned the research.

In addition, if we want to use your personal data for any other specific purpose not specified in this Notice, this will be explained to you and we will ask for your consent to do this.

What do we do with your information?

We will only use your personal information for the purposes for which we collected it.

Your information is stored by our software provider (Indeemo).

We have a contractual agreement with Indeemo that commits them to providing an appropriate level of safeguards for your personal data. It is not sent outside of the European Economic Area (EEA). All data is encrypted in transit and at rest and industry best practice access control restrictions are in place to ensure that only the Researchers or Observers who you explicitly nominate can access the data.

Indeemo's Privacy Notice can be accessed here:

<https://www.indeemo.com/privacy-policy/>

We have appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit

access to your personal information to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal information on our instructions and they are subject to a duty of confidentiality.

We may share your Indeemo data with:

- Commissioning clients (only when you have given informed consent).

If a client requires photographs, audio or video this will only be provided where you have given your informed consent based on what will be revealed, to whom and for what purpose. The client must agree not to further process the personal data in any way that has not been consented to by you.

How long do we keep your information for?

We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for. To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means.

Images, audio and video files from Indeemo will be kept for a period of up to 12 months.

We will take all reasonable steps to destroy or erase from our systems all personal data that we no longer require. This includes requiring third parties such as transcribers to delete such data where applicable.

Your rights over your information

By law, you can ask us what information we hold about you, you can see it, and you can ask us to correct it if it is inaccurate.

You can also ask for it to be erased and you can ask for us to give you a copy of the information.

You can also ask us to stop using your information at any time, either by emailing, writing or telephoning us using the contact details above.

Your right to complain

If you have a complaint about our use of your information, you can contact the Information Commissioner's Office via their website at www.ico.org.uk/concerns or write to them at:

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