



## Privacy Notice – Reflective journals

This privacy notice tells you about the information we collect from you when you agree to participate in reflective journals for Morris Hargreaves McIntyre as part of project or programme evaluations. In collecting this information, we may be 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](mailto: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 reflective journals, you may provide us with personal data in the form of the audio or 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 journal data for 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.

We may share your journal data with:

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

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.

### **Storing information**

Morris Hargreaves McIntyre operations are based in the UK and we store most of your data within the European Union (EU). Some organisations which provide services to us may transfer your data outside the European Economic Area but we'll only allow this if your data is adequately protected.

Some of our systems are provided by US companies and while it is our policy that we prefer data hosting and processing to remain in the EU, it may be that using their products results in your data being transferred to the USA. However, we only allow this when we are certain your data will be adequately protected in accordance with US Privacy Shield or Standard EU contractual clauses.

#### **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.

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](http://www.ico.org.uk/concerns) or write to them at:

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