

Sarah Court, Independent Research and Insight Consultant (sc-insight) Privacy Notice

This privacy notice tells you what to expect us to do with your personal information.

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Contact details

Sarah Court is registered as a sole trader (under the name ‘Sarah Court’), and operates under the name ‘sc-insight’ for marketing purposes. Sarah Court is registered with the Information Commissioner’s Officer (see details [here](#)).

Email: sarah@sc-insight.co.uk

What information we collect, use, and why

We collect or use the following information for **market or social research purposes**:

- Personal and demographic information used for the purpose of research. Information collected varies depending on the project, and includes:
 - Home postcode
 - Gender
 - Age
 - Disability
 - Socio-economic group

On occasion we also collect or use the following special category information for **market or social research purposes**. This information is subject to additional protection due to its sensitive nature:

- Racial or ethnic origin

We may sometimes also request contact details (email address), for the purpose of contacting respondents about future opportunities to participate in a research study. Where we do this,

contact details will only ever be used for this purpose, and will be stored securely and held for no longer than 12 months, as set out in this document. Details will never be shared on with the client or any third party, unless explicitly requested and agreed to between both parties (Sarah Court / sc-insight, and the research participant).

We collect this information **to better understand individual views and perspectives on a project-by-project basis, to help clients to improve products, services or experiences** for their customers. All personal data requested from the individual for market and social research purposes will be made optional (for example, any survey questions requesting such data will include the options ‘prefer not to say’, or can be left blank).

Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible [lawful bases](#) in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are set out in brief below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [Read more about the right of access.](#)
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [Read more about the right to rectification.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal information. [Read more about the right to erasure.](#)
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [Read more about the right to restriction of processing.](#)
- **Your right to object to processing** - You have the right to object to the processing of your personal data. [Read more about the right to object to processing.](#)
- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [Read more about the right to data portability.](#)

- **Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [Read more about the right to withdraw consent.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information for **market or social research purposes** are:

- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else (such as our client), without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
- To understand views and experiences on behalf of our clients, to improve products or services to customers.

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

Where we get personal information from

- Direct from the individual, via market research approaches such as surveys and focus groups.
- On occasion, we will also get personal data from market research organisations, when recruiting research respondents for specific projects.

How long we keep information

- Personal data is stored for no more than 12 months after project completion.

Who we share information with

- Grouped, anonymised data is shared with the client.
- Personal data is not shared in raw format unless explicitly stated to customers / research respondents within the terms of an individual project.
- On some projects, we use the UK survey package SmartSurvey, a third-party service, to collect feedback from individuals.

- In these instances, SmartSurvey acts as a Data Processor on our behalf, whilst Sarah Court / sc-insight acts as the Data Controller.
- When you complete our surveys, your responses – which may include personal information you voluntarily provide – are stored securely in SmartSurvey’s system. You can find [SmartSurvey’s privacy policy here](#). We analyse data using the information you provide to support clients in improving products and services.

How we store data

- We store data securely in password-protected (encrypted) files on our own system. Your data will only be stored in the UK. We only store your data on computers and devices owned by us, and all our computers and devices have anti-virus software and up to date operating systems to limit any unauthorised access.

How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we’ve used your data after raising a complaint with us, you can also complain to the ICO.

The ICO’s address:

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

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

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