



Privacy Policy

How we use your information

Limited Space Limited (“us”, “our” or “we”) is a company incorporated in England and Wales. Our company number is 04657975 and our registered address is Compton Acres, 164 Canford Cliffs Road, Poole, Dorset, BH13 7ES.

This privacy policy explains how we use any personal information we collect about you (“Panellist”, “you” or “your”), when you join our IdeaHere online panel (“Panel”), take part in surveys or use the Panellists website.

1. What Personal Data Do We Collect About You?

We collect the personal data, (“information”) you provide by email and in completing our recruitment questionnaire when joining our Panel.

We also collect information, when you voluntarily complete any of the surveys we invite you to participate in, or you provide feedback, comments or other information on our Panellists’ website.

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

- **Identity Data** includes username or similar identifier, and Email address
- **Contact Data** includes postal region and email address.

Technical Data includes [internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website.

- **Profile Data** includes your username and password, your interests, preferences, feedback and survey responses.
- **Usage Data** includes information about how you use our website, products and services.
- **Marketing and Communications Data** includes your communication preferences.

In case the registration process is not successfully completed, your information will not be retained by us, apart from some limited information to prevent any fraud or miss use.

In some instances, concerning our research, we may ask you to provide certain sensitive personal data, for example revealing your racial or ethnic origin, political opinions, religious or philosophical beliefs, trade-union membership, income or data concerning health or sex life. You do not have to answer these questions and such questions will always include a "prefer not to answer" option. Responses to these questions will remain confidential unless you explicitly and freely consent to your responses to these questions, together with your personal information, being passed to research clients for further in-depth research analysis.

2. Why We Collect Information from You

The primary purpose, why we collect information from you is the conduct of market research by us. When you join our Panel, we enter into a contract with you, which is subject to this Privacy Policy as well as our Terms and Conditions.

In order to fulfil this contract by inviting you to appropriate surveys, we need to collect, process and profile the information requested during the recruitment or which you may subsequently add to your profile on the Membership panel site or that we collect in accordance with this Privacy Policy and process it using automated means. This information will also be required to send you any rewards and to contact you concerning any surveys. This is also explained in more detail in our Terms and Conditions.

We then also collect information from you based upon your consent, in particular where you respond to any survey invitations we might be sending you or that you may otherwise voluntarily provide. Your responses to such surveys are at your choice. There might also be situations where we are seeking your further or even explicit consent where this might be appropriate or required.

The overall operation and how the Panel works is described in more detail in our Terms and Conditions.

3. How Will We Use the Information You Provide?

We have set out below, in a table format, a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please *contact us* if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To register you as a new customer	(a) Identity (b) Contact	(a) To fulfil our contract with you
To process your survey information: To keep a record of all panellists.	(a) Identity (b) Contact (c) Marketing and Communications	(a) Performance of a contract with you
To manage our relationship with you which will include: (a) Notifying you about changes to our terms or privacy policy (b) Asking you to leave a review or take a survey	(a) Identity (b) Contact (c) Profile (d) Marketing and Communications	(a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services)
To enable you to partake in a prize draw, competition or complete a survey	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to study how customers use our products/services, to

	Communications	develop them and grow our business)
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(a) Identity (b) Contact (c) Technical	(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise) (b) Necessary to comply with a legal obligation
To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications (f) Technical	Necessary for our legitimate interests (to study how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy)
To use data analytics to improve our website, products/services, marketing, customer relationships and experiences	(a) Technical (b) Usage	Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)

We will take all reasonable steps to ensure that any personal data we process are accurate, adequate, relevant and not excessive, given the purpose for which they were obtained. We will not process personal data obtained for one purpose for any unconnected purpose unless you have consented to this.

We will NEVER use your information for any purpose other than research or as described in this policy. Other than in relation to this Panel (like participating in further surveys), we will NOT sell you anything, nor use your information for marketing purposes. Nor will we ever pass your information to third parties for marketing or advertising purposes.

Opting out

You can ask us to stop sending you messages at any time by logging into the website and checking or unchecking relevant boxes to adjust your marketing preferences or by following the opt-out links on any marketing message sent to you or by *contacting us* at any time.

Were you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of a previous survey.

4. Children

We only accept registrations and hold data for members who are aged 18 and above.

5. How Long Will We Keep the Information You Provide?

We will keep the profile information you provided for as long as you remain a Panellist. You can leave the Panel at any time you wish.

When you leave the Panel, or are removed, or the Panel is closed, we will delete your personal information within 31 days or as set out in this paragraph. If you were removed, we will retain only that information required to prevent you from re-joining. If you have requested not to be contacted, we will retain only that information required to honour your request.

Apart from your profile information, we will also gather the answers you give in any survey. The answers provided by you will be pseudonymised by us for security reasons and will only be shared with our clients in an anonymised form, unless you have given your explicit consent to you being identified.

8. How Do We Ensure Your Personal Information Is Secure?

We take our responsibilities to keep your personal information secure very seriously. As such we take every reasonable precaution to ensure your information is protected from loss, theft or misuse. These precautions include appropriate physical security of our offices, controlled access to computer systems, and use of secure, encrypted internet connections when collecting personal information.

As part of our commitment to the security of your information, we have regular internal and external audits of our information security.

When you give us personal information, we take steps to ensure that it's treated securely. All information you provide to us is stored on our secure servers.

Non-sensitive details (your email address etc.) are transmitted normally over the Internet, and this can never be guaranteed to be 100% secure. As a

result, while we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us, and you do so at your own risk. Once we receive your information, we make our best effort to ensure its security on our systems. Where we have given (or where you have chosen) a password which enables you to access certain parts of our websites, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

9. Disclosures of your personal data

We may have to share your personal data with the parties set out below for the purposes set out in the table in paragraph 4 above.

- Internal Third Parties: other companies within the Limited Space group.
- Third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy notice.

10. International Transfers

We will not transfer your data outside the UK.

11. How Can You Access Your Information and/or Correct It and/or Request Its Transfer and/or Erasure and/or Complain

The accuracy of your information is important to us. We're working on ways to make it easier for you to review and correct the information that we hold about you. In the meantime, if you change email address, or any of the other information we hold is inaccurate or out of date, please email us at info@idea-here.co.uk.

You have the right to ask for a copy of the information we hold about you.

Please quote your Panel membership number (if known) or your email address used for IdeaHere in your email or letter.

YOUR LEGAL RIGHTS

You have the right to:

Request access to your personal data (commonly known as a "data subject access request"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios: (a) if you want us to establish the data's accuracy; (b) where our use of the data is unlawful but you do not want us to erase it; (c) where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or (d) you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

Request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

If you have any complaints, we will appreciate if you give us an opportunity to resolve any issue first, by contacting us as set out above. You are, however, always entitled to contact our regulatory body, the UK Information Commissioner at:

<https://ico.org.uk/global/contact-us/> Or

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Tel: UK 0303 123 1113 (local rate) or +44 1625 545 745 if you prefer to use a national rate number

Fax: +44 1625 524 510

10. Changes to Our Privacy Policy

We keep our privacy policy under regular review and we will place any updates on this webpage. We will also inform you of any changes via email or when you log-on after any change. Our privacy policy was last updated on 27/04/2020.

11. Useful Links

Information Commissioner's Office: www.ico.org.uk

World organisation for market research - ESOMAR: www.esomar.org

Market Research Society: www.mrs.org.uk