

# Ceeda Research Limited: privacy policy for customer surveys

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This privacy policy outlines how we use your personal data when you take part in research carried out by Ceeda research Limited and visit our websites [www.ceeda.co.uk](http://www.ceeda.co.uk) and [www.aboutearlyyears.co.uk](http://www.aboutearlyyears.co.uk)

### 1. Here are some terms we refer to in this policy:

- "we", "us" and "our" refer to Ceeda Research Limited.
- "client" refers to the organisation commissioning research services from Ceeda Research Limited.
- "you" and "your" refer to the individual receiving a survey invitation and taking part in a survey.
- "Ceeda Survey Service" refers to questionnaires and survey tools we supply to our clients.
- "Ceeda Survey System" refers to the survey platform used to deliver the Ceeda Survey Service.
- "Personal data" refers to any information relating to an identified or identifiable natural person.

### 2. Who is Ceeda?

Ceeda Research Limited is an independent research agency specialising in research about early education and childcare services. We carry out research on behalf of childcare organisations and other bodies. We are a full member of the [Market Research Society](#), the UK professional body for research, and follow their [code of conduct](#). We are also registered with the [Information Commissioners Office](#).

### 3. Why have I received an invitation to take part in a survey?

You have received an invitation to take part in a survey because our client would like to collect, understand and act on customer feedback using the Ceeda Survey Service.

You may have received the invitation by one or more of the following means:

- a) An email invitation directly from our client
- b) An email invitation from the [surveyteam@ceeda.co.uk](mailto:surveyteam@ceeda.co.uk) via the Ceeda Survey System
- c) By clicking on a link published on the internet.

4. **Do I have to take part?** No, participation in this research is entirely voluntary.

### 5. Who has access to my personal data, on what basis and for what purpose?

The identity of our client and the purposes of the research are outlined in the survey invitation and survey introduction. Please see more detail about this below.

<p><b><u>Personal data used to send you a survey invitation</u></b></p>	<p>Our client may upload your name and email address to the Ceeda Survey System to send survey invitations to you. The basis for our client processing this personal data is their legitimate interest in obtaining your feedback. Our client is the data controller and Ceeda Research Limited is the data processor, acting on the instruction of our client. Our client cannot link your personal data they upload onto the Ceeda Survey System with the answers you provide in a survey.</p> <p>This personal data is used to send you invitations to take part in research surveys and to fulfil your rights under data protection law as outlined at section 6. Invitations are sent using a secure third-party mail server. Ceeda Research Limited and our third-party mail service provider are not permitted to use this personal data for any purpose other than issuing survey invitations at the instruction of our client, or to act on your instruction in meeting your rights under data protection law.</p> <p>If you wish to opt-out of survey invitations sent from the Ceeda Survey System via the e-mail address <a href="mailto:surveyteam@ceeda.co.uk">surveyteam@ceeda.co.uk</a> you can click the 'opt-out' link supplied in the email or contact our client to request your data be updated or removed from the Ceeda Survey System. This will not affect other email communication that you receive directly from our client.</p> <p><b>Deleting personal data held on contact lists on the Ceeda Survey System</b> - As data controller, our client determines how long your name and email address are retained on their contact list held on the Ceeda Survey System. Please contact our client directly if you</p>
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	<p>have further queries about how our client manages this personal data.</p> <p>When a client terminates the Ceeda Survey Service this personal data is securely destroyed by us.</p>
<p><b><u>Personal data collected in the survey itself</u></b></p>	<p>Ceeda Research Limited and our client are joint data controllers, with both parties determining the purposes and means of processing survey data.</p> <p>Ceeda Research Limited collects personal data directly from you, on your opinions and experience of our client’s services. We may also collect your IP address, name, postcode, telephone number and email address.</p> <p>We may also collect ‘special category’ data such as your ethnic group and gender. Special category data helps us to understand how well services are meeting the needs of different parts of the community. Special category data is not mandatory, and you will always be offered a no-response option to special category questions.</p> <p>The basis for processing personal data collected in the survey is your consent. You are under no obligation to take part in the survey and you can withdraw your consent at any time. See section 6 for details on how to do this.</p> <p>During the survey we will ask you some specific questions about how you would like us to process the personal data you provide in the survey. You will have the option to:</p> <p><b>Take part anonymously</b> – survey results will be reported anonymously on the Ceeda Survey System. Our client cannot link the feedback you provide in surveys with the personal data used to send your survey invitation. With your explicit permission, we may still collect your name and contact details for our internal quality assurance purposes and for the management of any survey incentive e.g. a prize draw.</p> <p>Ceeda Research Limited can connect the data you provide in a survey to the personal data used to send the invite to you from the Ceeda Survey System if required by you and at your instruction only, in order to fulfil your rights under data protection law. These rights are outlined at section 6 along with details of how to exercise them.</p> <p>You should also note that unless explicitly stated otherwise, your answers to survey questions will be reported in full. You should consider when making ‘open comment’ responses if your written answers could potentially reveal your identity.</p> <p><b>Take part on a named basis</b> – survey results will be reported on a named basis on the Ceeda Survey System.</p> <p><b>Give consent for our client to use your feedback when marketing their service to others</b> – the survey will ask for your explicit consent for our client to use your feedback when marketing their services to others. You are under no obligation to give your consent for this wider purpose and our client cannot use your personal data for this purpose without your explicit consent.</p> <p><b>Deleting personal data collected in surveys</b> – we hold the personal data collected in surveys only for the period for which it is necessary. Personal data collected in the survey (which may include your name, IP address, email, postcode and telephone number), will be securely destroyed by us 13 months after the data has been collected. At this point there is no connection between the survey data and an identifiable natural person, the data is no longer defined as personal data and is outside the scope of data protection legislation.</p>

## 6. Your rights under data protection law

In this section we summarise the rights that you have under data protection law. Some of the rights are complex, and not all of the details have been included in our summaries. For more information and to exercise these rights please contact us:

E-mail to [enquiries@ceeda.co.uk](mailto:enquiries@ceeda.co.uk), call us free from a landline 0800 6785192 (charges may apply from

a mobile), or write to us at Ceeda Research Limited, 14 High Street, Yarm, Stockton on Tees, TS15 9AE.

6.1 Your principal rights under data protection law are:

- (a) the right to access;
- (b) the right to rectification;
- (c) the right to erasure;
- (d) the right to restrict processing;
- (e) the right to object to processing;
- (f) the right to data portability;
- (g) the right to complain to a supervisory authority; and
- (h) the right to withdraw consent.

6.2 You have the right to confirmation as to whether or not we process your personal data and, where we do, access to the personal data, together with certain additional information. That additional information includes details of the purposes of the processing, the categories of personal data concerned and the recipients of the personal data. Providing the rights and freedoms of others are not affected, Ceeda Research Limited will supply to you a copy of your personal data. The first copy will be provided free of charge, but additional copies may be subject to a reasonable fee.

6.3 You have the right to have any inaccurate personal data about you rectified and, taking into account the purposes of the processing, to have any incomplete personal data about you completed.

6.4 In some circumstances you have the right to the erasure of your personal data without undue delay. Those circumstances include: the personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed; you withdraw consent to consent-based processing; you object to the processing under certain rules of applicable data protection law; the processing is for direct marketing purposes; and the personal data have been unlawfully processed. However, there are exclusions of the right to erasure. The general exclusions include where processing is necessary: for exercising the right of freedom of expression and information; for compliance with a legal obligation; or for the establishment, exercise or defence of legal claims.

6.5 In some circumstances you have the right to restrict the processing of your personal data. Those circumstances are: you contest the accuracy of the personal data; processing is unlawful but you oppose erasure; we no longer need the personal data for the purposes of our processing, but you require personal data for the establishment, exercise or defence of legal claims; and you have objected to processing, pending the verification of that objection. Where processing has been restricted on this basis, we may continue to store your personal data. However, we will only otherwise process it: with your consent; for the establishment, exercise or defence of legal claims; for the protection of the rights of another natural or legal person; or for reasons of important public interest.

6.6 You have the right to object to our processing of your personal data on grounds relating to your particular situation, but only to the extent that the legal basis for the processing is that the processing is necessary for: the performance of a task carried out in the public interest or in the exercise of any official authority vested in us; or the purposes of the legitimate interests pursued by us or by a third party. If you make such an objection, we will cease to process the personal information unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing is for the establishment, exercise or defence of legal claims.

6.7 To the extent that the legal basis for our processing of your personal data is: (a) consent; or (b) that the processing is necessary for the performance of a contract to which you are party or in order to take steps at your request prior to entering into a contract, and such processing is carried out by automated means, you have the right to receive your personal data from us in a structured, commonly used and machine-readable format. However, this right does not apply where it would adversely affect the rights and freedoms of others.

6.8 If you consider that our processing of your personal information infringes data protection laws, you have a legal right to lodge a complaint with a supervisory authority responsible for data protection. You may do so in the EU member state of your habitual residence, your place of work or the place of the alleged infringement. In the UK the supervisory authority is the Information Commissioner's Office (ICO).

6.9 To the extent that the legal basis for our processing of your personal information is consent, you have the right to withdraw that consent at any time. Withdrawal will not affect the lawfulness of processing before the withdrawal.

## 7. About cookies

A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server.

Cookies may be either "persistent" cookies or "session" cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.

Cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the information stored in and obtained from cookies.

## 8. Cookies that we use

We use cookies for the following purposes:

(a) authentication - we use cookies to identify you when you visit our website and as you navigate our website (cookies used for this purpose are: *identify cookies*);

(b) status - we use cookies to help us to determine if you are logged into our website (cookies used for this purpose are: *identify cookies*);

(c) security - we use cookies as an element of the security measures used to protect user accounts, including preventing fraudulent use of login credentials, and to protect our website and services generally (cookies used for this purpose are: *identify cookies*);

(d) analysis - we use cookies to help us to analyse the use and performance of our website and services (cookies used for this purpose are: *identify cookies*); and

(e) cookie consent - we use cookies to store your preferences in relation to the use of cookies more generally (cookies used for this purpose are: *identify cookies*).

## 9. Cookies used by our service providers

Our service providers use cookies and those cookies may be stored on your computer when you visit our website.

We use Google Analytics to analyse the use of our website. Google Analytics gathers information about website use by means of cookies. The information gathered relating to our website is used to create reports about the use of our website. Google's privacy policy is available at: <https://www.google.com/policies/privacy/>. The relevant cookies are: *identify cookies*.

## 10. Managing cookies

Most browsers allow you to refuse to accept cookies and to delete cookies. The methods for doing so vary from browser to browser, and from version to version. You can however obtain up-to-date information about blocking and deleting cookies via these links:

(a) <https://support.google.com/chrome/answer/95647?hl=en> (Chrome);

(b) <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences> (Firefox);

(c) <http://www.opera.com/help/tutorials/security/cookies/> (Opera);

(d) <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies> (Internet Explorer);

(e) <https://support.apple.com/kb/PH21411> (Safari); and

(f) <https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy> (Edge).

Blocking all cookies will have a negative impact upon the usability of many websites. If you block

cookies, you will not be able to use all the features on our website.

#### **11. Changes to this privacy policy**

We may modify this policy from time to time. If we do so we will notify you by publishing changes on [www.ceeda.co.uk](http://www.ceeda.co.uk). If you disagree with the terms of this privacy policy, please opt out of taking part in Ceeda surveys.