

## Linstead Analytics Ltd Privacy Policy

### **Contact details**

Anne Bedford, Director, Data Protection Officer  
Linstead Farm Cottage, Bell Green, Cratfield, Suffolk IP19 0DN  
Tel: 07523906466  
E-mail: [info@linsteadanalytics.com](mailto:info@linsteadanalytics.com)

### **The type of personal information collected**

Linstead Analytics Ltd currently collects and processes the following information:

**Contact details of clients:** Names, emails, telephone numbers, professional addresses, professional titles.

**IP addresses:** website information of professional organisations and contacts

### **How personal information is obtained and why Linstead Analytics Ltd has it**

Most of the personal information processed is provided to Linstead Analytics Ltd directly by clients for one of the following reasons:

- Contact information regarding exchange of information relating to analysis requests and responses, moderation, note-taking, report writing and other market research activities

Linstead Analytics Ltd also receives personal information indirectly, from the following sources in the following scenarios:

- Clients sending respondent screener information
- Information of identifies that may inadvertently be included by respondents in audio / video recordings

Linstead Analytics Ltd uses the information that you have given us in order to produce market research analysis. This information is not shared with other sources.

Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:

- Your consent. You are able to remove your consent at any time. You can do this by emailing: Anne Bedford, Director, [info@linsteadanalytics.com](mailto:info@linsteadanalytics.com) or by telephone: 07523906466
- We have a contractual obligation.

## Checklist

### Personal information is obtained from:

- Names of employees of client companies and their company emails and telephone numbers
- Company telephones and addresses
- Screener information if shared by client. This data is stored temporarily for the duration of the contract and then deleted.

**No personal information will be passed on to any third party without permission**

### Definition

#### What data are considered to be personal and sensitive?

*The GDPR definition of 'personal data' is:*

- *The GDPR defines personal data as 'any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person; (Article 4)*
- *Personal data may be made up of more than one piece of information e.g. a job title and a place of work together could identify an individual.*

Linstead Analytics Ltd has reviewed the purposes of processing activities, and selected the most appropriate lawful basis (or bases) for each activity.

Linstead Analytics Ltd has checked that the processing is necessary for the relevant purpose, and is satisfied that there is no other reasonable and less-intrusive way to achieve that purpose.

Linstead Analytics Ltd has documented our decision on which lawful basis applies to help demonstrate compliance.

Linstead Analytics Ltd has included information about both the purposes of the processing and the lawful basis for the processing in our privacy notice.

Where Linstead Analytics Ltd processes special category data, it has also identified a condition for processing special category data, and have documented this.

Linstead Analytics Ltd, Linstead Farm Cottage, Bell Green, Cratfield, Suffolk IP19 0DN

Tel: 019860 799018

Email: [info@linsteadanalytics.com](mailto:info@linsteadanalytics.com)

Website [www.linsteadanalytics.com](http://www.linsteadanalytics.com)

Linstead Analytics Ltd is a company registered in England, registration no. 11099609. Registered address: The Wherry, Quay St., Halesworth, Suffolk IP19 8ET.

### ***Responsibilities***

As both Director and Data Protection Officer, Anne Bedford is responsible for ensuring that this policy is made available to individuals prior to Linstead Analytics Ltd collecting and processing personal information.

As a sole trader, Anne Bedford is responsible for ensuring that this notice is drawn to the individuals' attention.

### ***Information collected***

- Linstead Analytics Ltd collects your contact information such as full name, company name, email address, postal address and telephone number when you email or call us with an enquiry or an offer of work.
- Linstead Analytics Ltd may be passed information, lawfully collected by clients, who want the company to moderate or analyse healthcare information related to healthcare market research. This information may include your full name, job title, company name, email address, telephone number, postal address, and may also include information about your area of specialisation or health status.
- When moderating or analysing market research Linstead Analytics Ltd may collect additional information from you, only ever with your consent. You will be provided with the full details of the information that is needed to be collected at the time of asking for consent.
- No cookies are used by Linstead Analytics Ltd

The personal information will be used for the following purposes:

- Dealing with enquiries and requests about our services submitted to us via email or call.
- Sending you information about our services which are applicable to you in your role.
- Conducting market moderation, analysis, note taking and report writing: Linstead Analytics Ltd will always ask for your consent to do this.

### ***Our legal basis for processing of your personal information is:***

- Where you have given consent for the processing of data for a specific purpose.
- Processing is necessary to meet contractual obligations entered into by you.

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- Processing is necessary for purposes of legitimate interest pursued by the company but are in relation to goods and services that you use in your role, or are in relation to your request for services.

The legitimate interest pursued us are as follows:

- In response to an enquiry from you about services.
- For the purpose of promoting services via direct marketing which are applicable to you in your role.

### **Data protection**

- Data protection, storage and protection practices and security measures to protect any unauthorized access, alteration of, disclosure of, or removal of personal data – please see separate document at this link:

Linstead Analytics Ltd will never pass your personal information on to other organisations for them to use for their own marketing purposes.

However, it may possibly disclose your personal information in the following circumstances:

- To third party affiliated organisations that co-host events with Linstead Analytics Ltd, such as registration information, details of the event and contact details e.g. for moderation or analysis purposes.
- Where Linstead Analytics Ltd is under duty to disclose your personal information in order to comply with law or the disclosure is 'necessary' for purposes of national security, taxation and criminal investigation or where Linstead Analytics Ltd has your written consent.

For any further information please contact: [info@linsteadanalytics.com](mailto:info@linsteadanalytics.com)

### **Your data protection rights**

Under data protection law, you have rights including:

**Your right of access** - You have the right to ask Linstead Analytics Ltd for copies of your personal information.

**Your right to rectification** - You have the right to ask Linstead Analytics Ltd to rectify personal information you think is inaccurate. You also have the right to ask Linstead Analytics Ltd to complete information you think is incomplete.

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**Your right to erasure** - You have the right to ask Linstead Analytics Ltd to erase your personal information in certain circumstances.

**Your right to restriction of processing** - You have the right to ask Linstead Analytics Ltd to restrict the processing of your personal information in certain circumstances.

**Your right to object to processing** - You have the the right to object to the processing of your personal information in certain circumstances.

**Your right to data portability** - You have the right to ask that Linstead Analytics Ltd transfer the personal information you gave the company to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at:

*Linstead Analytics Ltd,  
Linstead Farm Cottage,  
Bell Green,  
Cratfield,  
Suffolk IP19 0DN.  
Telephone: 07523906466  
Email [info@linsteadanalytics.com](mailto:info@linsteadanalytics.com)*

If you wish to make a request.

### **Children**

Linstead Analytics Ltd recognises the need to provide additional privacy protections with respect to personal information that may be collected from children. Children are not targeted with marketing about services.

### **How we store your personal information: data storage security**

- **Data is regularly backed up**

Any data is backed up securely, using encryption.

- **Strong passwords are used**

All equipment that has your personal data stored on it is password protected

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- Antivirus and malware protection is employed

This is kept up-to-date, and malware and virus scans run regularly

- Wi-Fi is secure

There is no public access to the Wi-Fi system used and equipment is never used on public Wi-Fi

- No other party has access to Linstead Analytics Ltd equipment or data

There are no other employees at Linstead Analytics Ltd.

- Data is only kept for as long as it is needed

Data is digitally shredded once it is no longer needed.

### **How to complain**

If you have any concerns about our use of your personal information, you can make a complaint to us at:

*Linstead Analytics Ltd,  
Linstead Farm Cottage,  
Bell Green,  
Cratfield,  
Suffolk IP19 0DN.  
Telephone: 07523906466  
Email [info@linsteadanalytics.com](mailto:info@linsteadanalytics.com)*

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

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

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>

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