

Kudos Research Privacy Policy

Kudos Research is a leading specialist data-collection agency, providing international telephone and online market research globally from offices in London, UK, and Berlin, Germany. We work for many of the world's leading business organisations and market research agencies, providing data which helps inform clients' business strategy and focus in developing and improving products and services for their customers.

We are committed to protecting your personal information and this privacy policy states how we collect your personal information, how we store it and how we use it.

This privacy policy applies to our website and all services offered by Kudos Research.

The purpose of this policy is to give you a clear explanation about how we collect and use the personal information you provide to us and that we collect. We ensure that we use your information in accordance with all applicable laws concerning the protection of your personal information.

We are committed to ensuring that the privacy of visitors to our website is protected. This policy also sets out how we collect, use and protect personal data submitted through this website. We may change this policy from time to time by updating this page. You should check this page from time to time to ensure you are happy with any changes.

By using this website following any privacy policy change, you freely and specifically give us your consent to use, transfer and disclose your personal data in a manner specified in the privacy policy under which it was collected. This policy is effective from 01/01/2013. Last revised: 09/04/2024.

Responsibilities

Kudos Research are part of RS Consulting Ltd, who have appointed a Data Protection Officer at Group level to oversee compliance.

The Data Protection Officer, Ann-Marie Greensmith, is responsible for ensuring that this policy is made available to individuals prior to RS Consulting Ltd collecting and processing personal information.

All employees of RS Consulting Ltd who interact with individuals are responsible for ensuring that this notice is drawn to the individuals' attention.

If you have any queries about this policy or your personal information, the Data Protection Officer can be contacted at:

Ann-Marie Greensmith

5th Floor
4 Cam Road
London
E15 2SN
UK

Email: privacy@kudosresearch.com

What we do with the information we gather

Through this website and in the telephone and online research we conduct, Kudos Research may collect information that can specifically identify you, such as your name, address, telephone number and e-mail address when you voluntarily submit it to us.

- We collect 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 application for work
- We may be passed information, lawfully collected by our clients, who want us to ask you whether you would like to participate in 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, etc.
- We may also collect your details from publically available sources or purchase lists from suppliers operating within data protection regulations
- When we conduct market research we may collect additional information from you, only ever with your consent. You will be provided with the full details of the information we wish to collect at the time we ask for your consent

- In addition to the above, we collect information automatically about your visit to our website. Please see our Cookies Section for more details

The personal information we collect will be used for the following purposes:

- Conducting market research surveys. We may contact you by email, phone, fax or mail and will always ask for your consent to do so.
- Payment of incentives
- To verify the responses you provided us with, in a recent market research study
- Dealing with enquiries and requests about our services submitted to us via email or phone
- Internal record keeping
- To help enhance and improve our services
- To respond to duly authorised information requests of governmental authorities or where required by law
- To investigate suspected fraudulent activity in connection with the website or violation of another party's rights
- To respond to requests you may make of us, including to provide services that you have requested and participate in activities that you have joined
- To contact you and/or provide you with general information as well as information about our services from time to time using the contact information which you have provided
- To assess applications for jobs we have on offer

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
- Processing is necessary for purposes of legitimate interest pursued by our company but are in relation to goods and services that you use in your role, or are in relation to your application for a job

The legitimate interests pursued by us are as follows:

- In response to an enquiry from you about our goods and services
- For the purpose of promoting our goods and services via direct marketing which are applicable to you in your role. We will always confirm how your personal information was obtained and always offer an opt-out of marketing communications
- Enquiring about your goods and services which are applicable to our company or our clients
- We will always confirm how your personal information was obtained and always offer an opt-out of marketing communications
- In response to your application for a job that we have advertised or contacted you about

How we protect your information

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorised access, alteration, disclosure or destruction of your personal or transactional information stored on our website and systems. For more information on how we protect your personal information, please contact our Data Protection Officer (contact details at the top of the page).

Marketing

We believe in being open, honest and transparent with our clients and suppliers and want you to feel comfortable about your decision to give us your personal information and how we use it.

We only conduct market research, and your participation in our research studies will never result in a sales or marketing follow up from ourselves, our clients, or any third party. Please be assured that we will take appropriate measures to keep your personal information safe and secure and we promise not to over contact.

Disclosures

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

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

- To third parties who provide a service to us such as market research fieldwork agencies, email services providers or data processors. We require these third parties to comply strictly with our instructions and data protection laws and we make sure that appropriate controls are in place. We enter into contracts with all our third parties and regularly monitor their activities to ensure they are complying with our policies and procedures
- To third party client companies. We will have strict agreements with these companies to limit what they can do with the data we give them. We will always ask for your consent before passing on your personal information in this way
- Where we are under duty to disclose your personal information in order to comply with the law or the disclosure is 'necessary' for purposes of national security, taxation and criminal investigation, or we have your written consent

If you would like a list of the third parties that we use please contact our Data Protection Officer (contact details at the top of the page).

Keeping your personal information

We keep personal data of telephone survey participants for up to 3 years or up to 7 years in the case of employees/workers in order to operate the service in accordance with legal requirements and tax and accounting rules. Where your information is no longer required or is no longer relevant, we will ensure it is disposed of in a secure manner.

Controlling your personal information

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.

Call recording

We record calls made to and from our office for quality control and validation purposes. This is a very important tool as it enables us to check that calls made by our teams are conducted in

accordance with briefing & quality guidelines and the relevant codes of conduct. It also enables us to ensure all information captured is full and complete.

We will always ask for your consent to call recording at the start of any interview to confirm that you are happy for the call to be recorded.

All recordings are stored securely and are held for a maximum of 3 years.

Storage and retention of data

Personal Identifiable Data (PID) is stored for a maximum of 3 years and will be deleted after this period unless prior permission has been received e.g. if you have elected to be a member of our interviewing panel, or have joined one of our research panels (and complete periodic research for us on an ongoing basis).

We work with, and collect data on behalf of, clients both within and outside the EEA so the data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). By submitting your personal data, you agree to this transfer, storing or processing.

We will take all appropriate and proportionate steps necessary to secure your data and make sure it is treated in accordance with this privacy policy. We ensure that our third party contractors and service providers follow similar standards of security and confidentiality.

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online. Access to your personal data is granted only to those employees who require it in order to perform their duties. Unfortunately, the transmission of information across the internet is not completely secure. Although we will do our best to protect your personal data by using technical measures like encryption, we cannot guarantee the security of your data transmitted to our site and therefore any transmission is at your own risk. Your use of our services demonstrates your acceptance of this risk.

Incentive payments

On certain market research studies, we offer an incentive for participation. These are typically processed once the project has been completed. Incentives are administered by Kudos Research staff. In order to administer the incentives we may need to collect your email address in order to process the payment (e.g. in the form of an Amazon voucher, or PayPal payment). All incentives are processed in-house from our offices in the UK.

Cookies Policy

A cookie is a small piece of information sent by a web server to a web browser, which enables the server to collect information from the browser. Find out more about cookies on www.allaboutcookies.org.

Most browsers will allow you to turn off cookies. If you want to know how to do this please look at the menu on your browser, or look at the instructions on www.allaboutcookies.org. Please note however that turning off cookies will restrict your use of our website.

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site.

We use Google Analytics to provide this service, which uses first party cookies. The data collected is not shared with any other party.

You can opt out of being tracked by Google Analytics using the Opt Out Browser Add-On from Google.

More information about Google Analytics

The information we get through the use of these cookies is anonymised and we make no attempt to identify you or influence your experience of the site while you are visiting it. If you do not allow these cookies we will not be able to include your visit in our statistics.

If you have used a Do Not Track browser setting, we take this as a sign that you do not want to allow these cookies, and they will be blocked.

We use the following first-party cookies on our site:

Cookies used

- `__utma` stores the number of visits (for each visitor), the time of the first visit, the previous visit, and the current visit
- `__utmb` and `__utmc` are used to check approximately how fast people leave: when a visit starts, and approximately end
- `__utmz` records whether the visitor came from a search engine (and if so, the search keyword used), a link, or from no previous page (e.g. a bookmark)
- `__utmt` Indicates the type of request, which is one of: event, transaction, item, or custom variable
- `__utmv` is used for user-custom variables in Analytics

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. If you access other sites using the links provided, the operators of these sites may collect information from you that will be used by them in accordance with their privacy policy, which may differ from ours. Therefore, we cannot be responsible for the protection and privacy of any information, which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Your rights

At any point while we are in possession of your personal information, you have the following rights:

- The right to access your personal information
- The right to edit and update your personal information
- The right to request to have your personal information deleted
- The right to restrict processing of your personal information
- The right to object
- The right to lodge a complaint with a supervisory authority

The right to access your personal information

You have the right to obtain confirmation that your personal information is being processed by us.

You also have the right to request a copy of your personal information that we hold.

If you wish to make a request to see your personal information, you can complete the [Subject Access Request Form](#). Alternatively, please submit your request to:

Compliance Department

Kudos Research

4 Cam Road

London E15 2SN

or via email to privacy@kudosresearch.com

Please ensure you provide us with all the requested information in an alternative format to help us locate your records.

We will provide a copy of your personal information within 30 days of receiving the written request.

Should you wish to exercise these rights we require you to prove your identity with two pieces of approved identification (photo ID and proof of address such as utility bill).

If you would like a copy of the information held on you please write to or email the addresses above.

The right to edit and update your personal information

The accuracy of your personal information is important to us. We make reasonable efforts to keep personal data in our possession or control, which is used on an ongoing basis, accurate, complete, current and relevant, based on the most recent information available to us. If you believe that any of the information we are holding on you is incorrect or incomplete, please write to or email the addresses above.

The right to request to have your personal information deleted

You have the right to request the deletion of your personal information which we will review on a case by case basis. Should you wish to exercise this right please either write to or email the addresses above.

Please provide as much information as possible about the nature of your contact with us to help us locate your records. Any changes you have requested may take up to 28 days before they take effect so you may receive communication within this period.

The right to restrict processing of your personal information

You have the right to 'block' or suppress processing of your personal information. However, we will continue to store your data, but not process it any further. We do this by retaining just enough of your personal information so we can ensure that the restriction is respected in the future.

Should you wish to exercise these rights please either write to or email the addresses above.

Please provide as much information as possible about the nature of your contact with us to help us locate your records. Any changes you have requested may take up to 28 days before they take effect.

The right to object

You have the right to object to your personal information being processed, to marketing (including profiling) and for research purposes. From the very first communication from us and every marketing communication we send subsequently, you will have the right to object to marketing.

Alternatively, you can exercise this right by either writing to or emailing the addresses above.

Please provide as much information as possible about the nature of your contact with us to help us locate your records. Any changes you have requested may take up to 28 days before they take effect.

If we process your personal information for the exercise or defence of legal claims or we can demonstrate compelling grounds that override your rights and freedoms we may not be able to fulfil your request. However, we will contact you to discuss further.

Your right to lodge a complaint with a supervisory authority

Kudos Research tries to meet the highest standards when collecting and using personal information. For this reason, we take any complaints we receive about this very seriously. We encourage people to bring it to our attention if they think that our collection or use of information is unfair, misleading or inappropriate.

If you have any concerns, enquiries or wish to make a complaint about the way we have processed your personal information, you can contact our appointed group level Data Protection Officer:

Ann-Marie Greensmith

5th Floor
4 Cam Road
London
E15 2SN
UK

Email: privacy@kudosresearch.com

We will always try to address any complaints or queries that you may have about the treatment of your personal data. If, however, you have reason to believe that we have not handled your complaint fairly, or are not satisfied with our response, then you can elect to lodge a complaint with the Office of the Information Commissioner, the UK's Data Protection Supervisory Authority or with the supervisory authority in your country of residence.

The Office of the Information Commissioner
Wycliffe House
Water Lane
Wilmslow
Cheshire SK9 5AF

Website: www.ico.org.uk
Phone: +44 (0) 01625 545 745

Changes to this policy

Kudos Research reserves the right to modify our privacy practices, update, and make changes to this privacy policy at any time. It will be updated again when the Privacy and Electronic Communications Regulation 2003 is updated or there are further changes to The General Data Protection Regulation. For this reason, we encourage you to refer to this privacy policy on an ongoing basis. This privacy policy is current as of the last revised date, which appears at the top of this page. We will treat personal data in a manner consistent with the privacy policy under which it was collected, unless we have your prior consent to treat it differently.