

Mojo Fieldwork Limited registered in England and Wales with registration number 04478820, registered at 923 Finchley Rd, London , NW11 7PE (“we”, “us” and “our”). Our website address is [www.mojofieldwork.com](http://www.mojofieldwork.com) (the “Site”).

This privacy policy describes how and why we obtain, store and process data which can identify you directly or indirectly, such as your name and location data. This policy applies where we are acting as a data controller for the personal data of any individual or group of individuals who use our service as a business seeking research support (“Clients”) and or as participants in research (“Participants”).

We do update this policy from time to time so please do review it regularly.

If you would like to get in touch, you can contact us by post to our registered address, or by email to [info@mojofieldwork.com](mailto:info@mojofieldwork.com)

### **Interpretation**

References to the *processing* of information includes the collection, use, storage and protection of data. For your security, personal data collected by us will only be processed in accordance with this privacy policy.

References to Clients and Participants include any potential clients or potential market research participants who visit our Site but are yet to participate in our services.

References to “data”, “data controller” and “personal data” shall have the meaning given to them in Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regards to the processing of personal data and on the free movement of such data, known as General Data Protection Regulation (GDPR).

In this privacy policy, unless the context requires a different interpretation:

- i. the singular includes the plural and vice versa;
- ii. a reference to a person includes firms, companies, government entities, trusts and partnerships;
- iii. "including" is understood to mean "including without limitation";
- iv. reference to any statutory provision includes any modification or amendment of it;
- v. the headings and sub-headings do not form part of this privacy policy.

### **Your security**

We take your privacy and data security very seriously. We will ensure that any information obtained from you is treated as private and confidential by us and anyone else involved in market research.

To prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the data we process. Anyone processing personal data in our team or on our behalf must do so in accordance with this policy and on the

basis that we are satisfied that they can and will adhere to our high standards for data protection and security.

The transmission of information over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet. You are responsible for keeping any username and unique link you use for accessing our Site confidential.

### **Information we collect and why**

We may collect data from you in the following circumstances:

- (I) When you visit our Site ("**Site Data**").
- (II) When you provide information to us within the contact form of the 'Sign Up' tab of our Site or through a physical sign-up process ("**Sign-up Data**").
- (III) In the case of Clients, when you provide us with information either online, in person or on calls, when commissioning us or considering commissioning us to undertake market research on your behalf ("**Client Data**").
- (IV) In the case of Participants, when you provide information to us within the detailed questionnaire sent to your email address or other address which you have provided to us (the "**Participant Questionnaire**") ("**Participant Data**"). We may amend the Participant Questionnaire from time to time and it contains various data fields including for: personal information, children, work, cars, banking, finance, mobile, subscriptions, lifestyle, locations, health, photo ID and contact preferences.
- (V) In the case of Participants, when you participate in market research with us ("**Market Research Data**").

### **Site Data**

Site Data may include your IP address, email address, browser type and version, location, source of referral, length of visit, pages you view, search queries you make and general use of our Site. We may process Site Data to analyse access to and use of our Site by Clients and Participants. We do this in order to monitor, track and improve our Site and the services we provide. We use Site Data collected to maintain accurate internal records of our engagement with Clients and Participants. These records impact our business activities and decision-making. We may also use Site Data to engage with Clients and Participants in the future, for example to market our services and/or provide information to them by email or otherwise.

### **Sign-up Data**

Sign-up data may include any of the requested information fields on our online sign-up form, such as your name, email address, gender, occupation, date of birth, home address, mobile number and source of referral to us. Sign-up Data may be processed for the purpose of logging your interest in using our services, contacting you in relation to market research opportunities or generally in relation to our business, services or partners, and/or performing analysis on our Participant and Client databases. Where a Client or Participant provides an email address to us, they provide their express consent to receiving communications from us about our service or our partners.

## **Client Data**

Client Data may include any confidential or other business information provided to us by Clients during our dealings with them and any correspondence between us and them. We use this information to understand our Clients' businesses and to ensure that any Participant we engage with for a Client is suitable and appropriate for any market research commissioned. We may use this information to contact Clients for marketing and business development purposes, partnership opportunities, or generally to provide you with newsletters and other updates concerning our or your business and/or industry.

## **Participant Data**

Participant Data may include any of the information submitted to us through the Participant Questionnaire or otherwise provided to us by Participants, including in any correspondence with them. The Participant Questionnaire is used to create a thorough socio-economic profile of all Participants, which we use to accurately and efficiently assess and identify appropriate individuals for market research following a Client instruction. Clients provide very specific criteria for the Participants they want for their market research, and the more thorough our Participant Questionnaire is, the more effectively we are able to provide our service to our Clients.

## **Market Research Data**

Market Research Data includes any and all information you provide us with in the course of any market research. We provide this information to Clients in an edited and user-friendly report so as to provide them with actionable insights and data for their relevant projects. Market Research Data is processed and only sent to Clients on an anonymised basis unless you give your express consent for your personal details to be passed on to them.

Any of the above forms of data may include information which communicated electronically, in writing, in a meeting or on the phone. We sometimes record phone calls for the purposes of collecting Sign-up Data, Client Data and Participant Data.

We are entitled to process any personal data listed here where necessary to comply with any legal obligations which we are subject to; to establish or defend any legal claims so as to protect our or your legal rights or the legal rights of other interested parties; or to obtain or maintain our own insurance coverage or obtain professional advice; or to otherwise manage business risks (including the risk of selecting the same Participant for a Client on more than one occasion).

## **Information we disclose**

We are permitted to disclose your information in the following cases:

- I) if we want to sell our business, or our company, we can disclose it to the potential buyer.
- II) we can disclose it to other businesses in our group.
- III) we can disclose it if we have a legal obligation to do so, or in order to protect other people's property, safety or rights.

IV) we can exchange information with others to protect against fraud, credit risks, or other similar business risks where it is in our or your vital interests to do so.

We use third parties to store personal data, such as Tresorit (“**Third Party Data Partners**”). Where any of your data is required for such a purpose, we will take all reasonable steps to ensure that your data will be handled safely, securely, and in accordance with your rights, our obligations, and the obligations of the Third Party Data Partners under GDPR and the law. However, we cannot control the data protection policies of Third Party Data Partners.

### **International Transfers of Data outside the European Economic Area (“EEA”)**

The information storage facilities of our web hosting services, and of some of our Third Party Data Partners are located outside of the EEA, such as in the US. Based on a decision of the European Commission on the adequacy of these countries for the purpose of storing personal data, each of these countries will be protected by appropriate safeguards, such as the use of standard data protection clauses approved or adopted by the European Commission.

Whilst we make all reasonable efforts to ensure our Third Party Data Partners comply with the standards of the GDPR, you acknowledge that we cannot control use of such personal data beyond our reasonable control.

### **Retention of Data**

Personal data that we process for any purpose will not be kept for longer than is necessary for that purpose. Subject to overriding legal requirements, as a minimum we will store and retain your personal data for as long as is required to provide our market research service to our Clients.

Whilst it is not possible to specify precisely in advance for how long your personal data will be retained, the period of retention will be determined based on whether or not you remain our Client or whether or not you still wish to participate in market research with us.

### **Links**

Our Site 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. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such websites and such websites are not governed by this privacy policy. You should exercise caution and look at the privacy policy applicable to the website in question.

### **Your rights**

You, as the data subject, may request deletion of your data at any time in writing, subject to any overriding legal requirement for its retention. This can be in writing to us at our above stated address or alternatively you can send an email to [carolmartyn@qresearchlondon.co.uk](mailto:carolmartyn@qresearchlondon.co.uk) if you would like to get in touch.

You are entitled to:

- request access to, deletion of or correction of your personal data;

- request personal data to be transferred to another person or company; and
- make a complaint to a supervisory authority.
- specify whether you would like to receive direct marketing communications and/or limit the publication of your information to third parties.

You can modify or withdraw your consent at any time by notifying us, although please note this may affect the extent to which we are able to provide our services to you or interact with you in future whether as a Client or Participant.

Please note that we reserve the right to charge a fee of £10 to cover costs incurred by us in providing you with information which you request from us.

Please note that we are not permitted under our commitments to Clients to send a Participant or participant information to them more than once for market research. For this reason, we reserve the right at all times to retain relevant information required to ensure that we meet this commitment, particularly in relation to records of previous attendance at market research.

## **Cookies**

This Site may place and access certain cookies on your computer. We use cookies to improve your experience of using the Site and to improve our range of services. We have carefully chosen these Cookies and have taken steps to ensure that your privacy is protected and respected at all times. Such information will not identify you personally; it is statistical data which does not identify any personal details whatsoever.

All cookies used by this Site are used in accordance with current UK and EU Cookie Law.

Before the Site places cookies on your computer, you will be presented with a message bar requesting your consent to set those cookies. By giving your consent to the placing of cookies, you are enabling us to provide a better experience and service to you. You may, if you wish, deny consent to the placing of cookies; however certain features of the Site may not function fully or as intended.

This Site may place the following Cookies:

*Analytical/performance cookies.* These allow us to recognise and count the number of visitors and to see how visitors move around our Site when they are using it. This helps us to improve the way our Site works, for example, by ensuring that users are finding what they are looking for easily.

You can choose to enable or disable cookies in your internet browser. By default, most internet browsers accept cookies but this can be changed. For further details, please consult the help menu in your internet browser.

You can choose to delete Cookies at any time; however you may lose any information that enables you to access the Site more quickly and efficiently including, but not limited to, personalisation settings.

Our advertisers may also use cookies, over which we have no control. Such cookies (if used) would be downloaded once you click on advertisements on our Site.

You should ensure that your internet browser is up-to-date and that you consult the help and guidance provided by the developer of your internet browser if you are unsure about adjusting your privacy settings.

### **Dispute Resolution**

Parties to this privacy policy will use their best efforts to negotiate in good faith and settle any dispute that may arise out of or relate to this privacy policy or any breach of it.

If any such dispute cannot be settled amicably through ordinary negotiations between the parties, or either or both is or are unwilling to engage in this process, either party may propose to the other in writing that structured negotiations be entered into with the assistance of a nationally accredited and certified mediator before resorting to litigation.

If the parties are unable to agree upon a mediator, or if the mediator agreed upon is unable or unwilling to act and an alternative mediator cannot be agreed, any party may within 14 days of the date of knowledge of either event apply to an independent third party to appoint one.

Within 14 days of the appointment of the mediator (either by mutual agreement of the parties or by application to an independent third party), the parties will meet with the mediator to agree the procedure to be adopted for the mediation, unless otherwise agreed between the parties and the mediator.

All negotiations connected with the relevant dispute(s) will be conducted in confidence and without prejudice to the rights of the parties in any further proceedings.

If the parties agree on a resolution of the dispute at mediation, the agreement shall be reduced to writing and, once signed by the duly authorised representatives of both parties, shall be final and binding on them.

If the parties fail to resolve the dispute(s) within 60 days (or such longer term as may be agreed between the parties) of the mediator being appointed, or if either party withdraws from the mediation procedure, then either party may exercise any right to seek a remedy through arbitration by an arbitrator to be appointed by a nationally accredited and certified arbitration body.

Any dispute shall not affect the parties' ongoing obligations under this policy.

### **General**

You may not transfer any of your rights under this privacy policy to any other person. We may transfer our rights under this privacy policy where we reasonably believe your rights will not be affected.

If any court or competent authority finds that any provision of this privacy policy (or part of any provision) is invalid, illegal or unenforceable, that provision or part-provision will, to the extent required, be deemed to be deleted, and the validity and enforceability of the other provisions of this privacy policy will not be affected.

Unless otherwise agreed, no delay, act or omission by a party in exercising any right or remedy will be deemed a waiver of that, or any other, right or remedy.

This Agreement will be governed by and interpreted according to the law of England and Wales. All disputes arising under the Agreement will be subject to the exclusive jurisdiction of the English and Welsh courts.