**Insight Consultancy and Research (ICR) Limited**

Company No. 10922029 | VAT No. 309 0275 22 | 7 St John's Road, Harrow, Middlesex, HA1 2EY

# Research Participant Privacy Notice

How ICR handles personal information about people who take part in its research

Version 1.0 | November 2026

## 1. About this notice

This notice explains how Insight Consultancy and Research (ICR) Limited handles personal information about people who take part in our research, or who are invited to take part. That includes surveys online, on paper, by phone or face to face, as well as interviews and discussion groups.

If you want to know how we handle information about visitors to our website or about our clients, please see our separate Privacy Policy.

- Company: Insight Consultancy and Research (ICR) Limited
- Company number: 10922029
- Registered office: 7 St John's Road, Harrow, Middlesex, HA1 2EY
- ICO registration number: ZC262763

## 2. Who is responsible for your information

Most of our research is carried out for a client, such as a council, a public body or a company. In those cases the client is the data controller. They decide why the research is done and how the information may be used, and we act only on their written instructions as their data processor.

The invitation letter, email or introduction to the survey will tell you who the client is. The client's own privacy notice explains the lawful basis for the research and how they use the results.

Where ICR carries out research on its own behalf, ICR is the data controller, and we will tell you this at the start.

### How we got your contact details

If we contacted you, it will be for one of these reasons:

- your address was selected at random from a list of addresses, such as the Royal Mail Postcode Address File, or supplied by the client for the research;
- the client, or an organisation you deal with, passed us your details for the research;
- you are a member of a research panel and agreed to be contacted;
- you previously agreed to be contacted again by us.

The invitation will explain which applies.

## 3. What information we collect

Depending on the project, we may hold:

- your answers to the survey or interview;
- your address or contact details, where we need them to send you an invitation or a reminder;

- a reference code that links your invitation to your answers;
- basic technical information when you take part online, such as the type of device you used and when you completed the survey;
- details needed to send you a thank-you voucher, where one is offered.

Some surveys ask about topics such as health, wellbeing or ethnicity. We only ask these questions where they are needed for the research and the law allows it, and extra safeguards apply to this information.

We do not usually need your name, and most of our surveys do not ask for it.

When you take part online, the survey platform may also use your IP address and device details to stop duplicate or fraudulent responses. We do not use this information for anything else.

If you take part in an interview or discussion group, we may record it, in audio or video, with your permission, so that we capture what you said accurately. Recordings are stored securely, used only for the research, and deleted on the same timetable as other information that could identify you.

## 4. How we use your information

We use your information to:

- run the research, including sending invitations and reminders;
- check the quality of the data;
- analyse the results and produce reports, in which no individual can be identified;
- send a thank-you voucher, where one is offered.

We never use your information for marketing, and we never sell it. We work to the Market Research Society Code of Conduct.

## 5. Taking part is your choice

Taking part in our research is voluntary. You can skip any question you would rather not answer, and you can stop at any time.

## 6. How we keep your answers separate from your identity

Where we hold addresses or contact details, we keep them apart from your answers. Your questionnaire carries only a reference code, not your name or address. Only a small number of named ICR staff can see the file that links codes to addresses, and we delete it once fieldwork and any thank-you vouchers are complete. After that, your answers can no longer be linked back to you.

## 7. Who we share information with

We share information only where it is needed for the research:

- **The client**, who normally receives the results and a dataset from which names, addresses and other direct identifiers have been removed.
- **Trusted suppliers who help us deliver the research**, such as print and mailing houses, online survey platforms and fieldwork partners. They work under written contracts, receive only the information they need, and must protect it to the same standard we do. Where we work for a client, we use them only with the client's agreement.

We do not share your information with anyone else unless the law requires us to.

## 8. Where your information is kept and how we protect it

For research carried out in the UK, your information is stored and processed in the UK.

For research carried out outside the UK, such as in the Gulf region, the invitation will tell you where your information is processed. If your information is transferred outside the UK, we use the safeguards UK law requires, such as approved contract terms.

We protect it by:

- encrypting data when it is stored and when it is sent;
- restricting access to named staff, each with their own login and a second login step;
- never sending personal information by ordinary email or keeping it on memory sticks or personal devices;
- holding Cyber Essentials certification.

We do not put personal information into artificial intelligence (AI) tools.

## 9. How long we keep your information

We keep information that could identify you only for as long as the project needs it. When the project is complete and the client has accepted the final results, we delete it or return it to the client, normally within three months. Paper questionnaires are shredded securely.

Where we work for a client, the client may keep the anonymised results for longer under its own retention rules, which its privacy notice explains.

## 10. Your rights

Under UK data protection law you have the right to:

- ask for a copy of the information we hold about you;
- ask us to correct it;
- ask us to delete it;
- object to, or ask us to restrict, how it is used.

To withdraw your answers, contact us while the survey is still open and quote the reference code on your invitation. Once the file linking codes to addresses has been deleted, we can no longer identify your answers, so we cannot remove them.

Where we work for a client, we will pass your request to them and help them respond.

Where the law allows, you can also ask for a copy of your information in a format you can take elsewhere. We may need to confirm your identity before we act on a request, to protect your information from anyone else.

## 11. Contact us or make a complaint

If you have a question or a concern about how we handle your information, please contact our Data Protection Lead:

- Email: info@icr-me.com
- Post: Data Protection Lead, Insight Consultancy and Research (ICR) Limited, 7 St John's Road, Harrow, Middlesex, HA1 2EY

If you are not happy with our response, you can complain to the Information Commissioner's Office (ICO) at ico.org.uk or on 0303 123 1113.

## 12. Changes to this notice

We review this notice every year and whenever our practices change. The version number and date at the top show when it was last updated.