Privacy and Data Protection Statement

Acuity Research & Practice Ltd is committed to protecting your privacy. This policy explains how we collect and use the personal information you provide to us, whether online or via phone, mobile, e-mail, letter or other correspondence.

This statement explains how Acuity collects, uses, stores, shares and protects personal information and the rights individuals have in relation to their personal data. Where we process personal data, we do so in accordance with applicable Data Protection Legislation and on an appropriate lawful basis.

1 Data Protection Legislation

Data Protection Legislation" means all applicable UK data protection and privacy legislation in force from time to time, including the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, the Privacy and Electronic Communications Regulations 2003 (PECR), and any applicable amendments, replacement legislation, regulatory requirements, guidance and codes of practice issued by the Information Commissioner's Office (ICO). Where EU GDPR applies to particular processing activities, Acuity will also comply with the applicable requirements.

Where personal data is transferred internationally, Acuity will ensure that appropriate safeguards and transfer mechanisms are in place in accordance with applicable Data Protection Legislation.

These regulations include provisions for the following areas:

- **The right to be informed**: Companies must publish a privacy notice, in addition to explaining transparently how they use this personal data.
- **The right of access:** Individuals will have the right to demand details of any of their data that a company may hold. This information must be provided within one month of request at no charge to the individual or in line with any relevant extended deadline.
- **The right to rectification**: If a person's data is incorrect or incomplete, they have the right to have it corrected. If the company that holds the information has passed any of that information to third parties. The company must inform the third party of the correction and inform the person which third parties have their personal data.
- **The right to erasure**: A person may request the removal of their personal data in specific circumstances.

MRS Evidence Matters
Citation ISO Certification
Market, opinion and social research
ISO 20252: 2019
REGISTERED
Certificate No:359292021
Citation ISO Certification
Integrated Management System
ISO 9001: 2015
ISO 27001: 2022
REGISTERED
Certificate No:460492024
CYBER ESSENTIALS
CERTIFIED PLUS

- **The right to withdraw consent:** Where processing is based on consent, individuals have the right to withdraw that consent at any time.
- **The right to restrict processing**: Under certain circumstances, an individual can block the processing of their personal data.
- **The right to data portability:** A person can access their data for their own use anywhere they prefer.
- **The right to object**: A person can object to the use of their personal data for most purposes.

Acuity processes personal data in accordance with applicable Data Protection Legislation and applies appropriate technical and organisational measures to protect personal data. We apply data protection principles including transparency, purpose limitation, data minimisation, accuracy, appropriate retention and security.

a) Our core principles regarding user privacy and data protection

• We process personal data lawfully, fairly and transparently.
• We collect and use personal data only for specified and legitimate purposes.
• We apply data minimisation principles and only collect personal data that is necessary and proportionate for those purposes.
• We take reasonable steps to ensure personal data is accurate and kept up to date where necessary.
• We retain personal data only for as long as it is required.
• We apply appropriate technical and organisational measures to protect personal data.
• We respect individuals' data protection rights.

b) Relevant legislation

Acuity processes personal data in accordance with applicable Data Protection Legislation, including the UK GDPR, Data Protection Act 2018 and PECR, where applicable. Where EU GDPR or other applicable data protection legislation applies to particular processing activities, Acuity will meet the relevant requirements.

2 Data Protection Responsibilities

In carrying out our activities, Acuity processes personal information relating to clients, customers, research participants and other individuals. We process personal data in accordance with applicable Data Protection Legislation and apply appropriate technical and organisational measures to protect the confidentiality, integrity and availability of personal information.

3 Lawful basis for processing

Acuity will only process personal data where there is an appropriate lawful basis under applicable Data Protection Legislation. Depending on the nature and purpose of the processing, this may include consent, performance of a contract, compliance with a legal obligation, legitimate interests or another applicable lawful basis. Where special category personal data is processed, an appropriate additional condition will also be identified where required.

The applicable purpose and lawful basis for processing will be determined and documented in accordance with Acuity's data protection procedures.

4 Our website collects and uses personal information for the following reasons:

Acuity's website collects and uses personal information for the following reasons:

4.1 Site visitation tracking

Like most websites, this site uses Google Analytics (GA) to track user interaction.

We use this data to determine the number of people using our site, to better understand how they find and use our web pages and to track their journey through the website.

Although GA records data such as your approximate geographical location, device, internet browser and operating system, none of this information personally identifies you to us.

GA also records your computer's IP address, which could be used to personally identify you, but Google do not grant us access to this. We consider Google to be a third-party data processor (see section 5 below).

GA makes use of cookies, details of which can be found on Google's developer guides.

Disabling cookies on your internet browser will stop GA from tracking any part of your visit to pages within this website.

4.2 Comments

Should you choose to add a comment to any posts that we have published, any personal details you enter with your comment will be saved to this website's database, along with your computer's IP address and the time and date that you submitted the comment.

This information is only used to identify you as a contributor to the comment section of the respective blog post and is not passed on to any of the third-party data processors detailed below.

Only your name will be shown on the public-facing website, although if the supplied email address is linked to a Gravatar account, your Gravatar photo will also be displayed.

Your comment and its associated personal data will remain on this site until we see fit to either:

remove the comment

or

remove the blog post

Should you wish to have the comment and its associated personal data deleted, please email us using the email address that you used to comment.

4.3 Forms

We use online forms to help you contact us and to sell tickets to events. The information collected by these forms is sent to us via email and stored in the website's database, long enough to enable us to manage our processes.

We delete any information when it is no longer needed.

4.4 Events managers

Our website uses event management functionality to enable us to sell tickets to events and manage courses we offer.

Your information will be stored in the website's database to enable us to manage the event.

We delete any information when it is no longer needed.

4.5 Email newsletter

Acuity provides research, benchmarking and learning & development services to our customers, and a key part of our service offer is that we keep customers informed about the latest research findings, benchmarking data, thinking and good practice using regular blogs and newsletter mailings.

If you choose to join our newsletter mailings (which is sent via email), the email address that you submit to us will be stored in our own SQL Server database.

Your email address will remain within our database on our website for as long as we continue to use this platform for email marketing or until you specifically request removal from the list.

You can do this by unsubscribing using the unsubscribe links contained in any email newsletters that we send you or by requesting removal via email. When requesting removal via email, please send your email to us using the email account that is subscribed to the mailing list.

5 Information sharing and disclosure

Acuity will not sell or rent personal information to third parties.

We may share personal information with approved service providers and data processors where this is necessary for the purposes described in this statement. Appropriate contractual, data protection and security requirements are put in place with relevant service providers. Acuity carries out proportionate due diligence and ongoing review of relevant suppliers and data processors as part of its information security and supplier management processes.

Where a third party processes personal data on Acuity's behalf, they will only be permitted to process the information in accordance with Acuity's documented instructions, unless otherwise required by law.

We may disclose your personal information to third parties if we are required to do so through a legal obligation (for example, to the police or a government body); to enable us to enforce or apply our terms and conditions or rights under an agreement; or to protect us, for example, in the case of suspected fraud or defamation.

We do not share your information for any other purposes.

6 The accuracy of your information

We aim to ensure that all information we hold about you is accurate and, where necessary, kept up to date. If any of the information we hold about you is inaccurate and either you advise us or we become otherwise aware, we will ensure it is amended and updated as soon as possible.

7 Storing your information

Where personal data is transferred internationally, Acuity will ensure that the transfer is made in accordance with applicable Data Protection Legislation. Where required, appropriate safeguards and transfer mechanisms will be put in place.

Acuity retains personal data only for as long as necessary for the purpose for which it was collected, taking account of contractual, legal and regulatory requirements. Retention periods are determined in accordance with Acuity's data retention arrangements and, where applicable, project or contractual requirements. When personal data is no longer required, it will be securely deleted, anonymised or otherwise disposed of as appropriate.

8 Our website

Our websites use cookies to help them work well and to track information about how people are using them. More information on cookies can be found below.

Acuity applies appropriate technical and organisational security measures based on the nature and sensitivity of the personal information processed. These include appropriate access controls, authentication, encryption and secure methods of data transfer and storage. Access to personal data is restricted to authorised personnel who require access for legitimate business purposes.

Our website contains links to other websites belonging to third parties, and we sometimes choose to participate in social networking sites, including but not limited to YouTube and Twitter. We may also include content from sites such as these on our website; however, we would advise that we do not have any control over the privacy practices of these other sites. You should make sure when you leave our site that you have read and understood that site’s privacy policy in addition to our own.

9 Cookies

9.1 What are cookies?

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used in order to make websites work, or work better, as well as to provide information to the owners of the site. A cookie often contains a unique number, which can be used to recognise your computer when a user of your computer returns to a website that it visited previously.

9.2 How does Acuity use cookies?

We use cookies to enhance the online experience of our visitors, to better understand how our websites are used (see Google Analytics above)

9.3 Your rights

Our cookies do not store financial information or information which is capable of directly identifying you (such as your name or address). You have the right to choose whether to accept these cookies. You can exercise this right by amending or setting the controls on your browser to reflect your cookie preferences. However, please note that if you choose to refuse cookies, you may not be able to use the full functionality of this website.

9.4 Changing your cookie preferences

The "Help" menu in the toolbar of most web browsers will tell you how to change your browser's cookie settings, including how to have the browser notify you when you receive a new cookie, and how to disable cookies altogether. An online guide is available if you have difficulties trying to change your browser settings.

https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences

https://support.google.com/accounts/answer/61416?co=GENIE.Platform%3DDesktop&hl=en

9.5 Cookie terminology

We have classified our cookies into two broad types - 'first party cookies' and 'third party cookies':

- We use Google Analytics cookies, which help us monitor the site and improve it to make your experience better.
- We also use some social media cookies which allow you to interact with our website through various social media sites such as Facebook, Twitter and YouTube.
- Our content management system will also set cookies without which the site could not function.

In addition, cookies may be either 'session cookies' or 'persistent cookies'. Your computer automatically removes session cookies once you close your browser. Persistent cookies will survive on your computer until an expiry date specified in the cookie itself is reached.

We do not use third-party cookies that track your usage on this and other websites to serve advertising.

10 Data breaches

Acuity maintains procedures for identifying, assessing, managing and recording personal data breaches. Where required by applicable Data Protection Legislation, Acuity will notify the Information Commissioner's Office and affected individuals within the applicable statutory timescales.
https://ico.org.uk

Acuity's data breach policy may be found on our website here: https://www.arap.co.uk/who-we-are/#policies

11 Research Data

Acuity carries out research on behalf of clients to help them understand customer and resident experiences, improve services and engage with the communities they serve. Clients may provide Acuity with personal data, such as names, contact details and addresses, where necessary to undertake research.

Where Acuity processes personal data on behalf of a Client, the roles and responsibilities of Acuity and the Client will be determined in accordance with applicable Data Protection Legislation and documented within the relevant contractual arrangements.

Acuity applies data minimisation, confidentiality, security and appropriate retention requirements to personal data processed as part of research projects.

Further information about how Acuity processes and protects research data can be found in our Privacy and Data Protection Statement – Research Projects, available from our Policies page.

https://www.arap.co.uk/who-we-are/#policies

12 Changes to the policy

This policy replaces all previous versions and is correct as of the date at the end of the document. We will regularly review and update this Privacy and Data Protection Statement and will update, modify, add or remove sections at our discretion. Any changes will be notified to you through this page.

We will regularly review this Privacy and Data Protection Statement and update it where necessary to reflect changes to our processing activities, legal or regulatory requirements and organisational practices. Material changes will be communicated where appropriate.

13 Your rights

Subject to applicable Data Protection Legislation, you may have the right to:

- be informed about how your personal data is used;
- request access to personal data we hold about you;
- request correction of inaccurate or incomplete personal data;
- request deletion of personal data in certain circumstances;
- request restriction of processing in certain circumstances;
- object to certain processing;
- request data portability where applicable;
- withdraw consent at any time where processing is based on consent; and
- raise a concern or complaint about how your personal data has been processed.

If you wish to find out more about these rights, or obtain a copy of the information we hold about you, please contact us at:

Acuity, PO Box 395, Umberleigh, EX32 2HL, +44 (0) 345 034 3737, acuity@arap.co.uk

14 Privacy queries

Acuity applies data protection by design and default and seeks to ensure that only personal data that is necessary and proportionate for the specified purpose is collected and processed. Data protection and information security considerations are incorporated into relevant systems, processes and activities, and Data Protection Impact Assessments are undertaken where required.

If you have any questions or queries about this Privacy and Data Protection Statement, please contact our Data Protection Officer using the following address and contact details.

Acuity, PO Box 395, Umberleigh, EX32 2HL, +44 (0) 345 034 3737, acuity@arap.co.uk

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