

Spectrum

25 Gloucester Place, London W1U 8HT

GDPR Privacy Notice

Spectrum is a provider of Market Research studios, specifically designed for providing the environment for Market Research interviews and group discussions. The studios are equipped with recording facilities and client viewing through a one way mirror. Our clients are most often, Fieldwork companies or Market Research companies who send in advance or provide participant details, which contain personal data.

All participant details sent to Spectrum are to be password protected, with the password provided in a separate email. If details are sent in advance the document will be removed from the email and stored securely with an encrypted egypte secure server. Details will then be deleted from the email.

Respondent details provided should contain minimal information, first name, surname and mobile number. If additional information is received Spectrum will edit the profiles to basic requirements and deleted all other information.

Only trained Managers will have access to the secure server and will have a personal login so data handling can be tracked.

Client profiles will only be provided following permission from the Moderator, these profiles should be sent to the moderator who provides the password protected document to Spectrum when required. The moderator is responsible for ensuring that clients are aware of their responsibilities for handling of the data.

For reception paper copies of profiles will be locked away prior to sessions commencing, at the end of the session paper copies will be shredded immediately and digital files deleted from the server.

Digital recording both MP3 and MP4 will be provided by a secure content delivery site, the moderator or assigned person on the booking form will receive a link to the files and a subsequent password in a separate email. The individuals receiving the files are responsible for downloading them. The files will be available for 14 days and then the link will expire, there will be no archive of recordings after this period.

If details have been received for uploading recordings to FTP sites or secure portal, Spectrum will upload files to the required destination. The login codes for company sites will be secured on the egypte server which is only accessible by trained managers.

Data is not passed to third parties, or used for marketing, or indeed any use outside of the session that participants have agreed to take part in.