

# Data Protection and Privacy Policy

## Information about our clients and their teams

In order to be able to meet the obligations that we take on when we enter into a contract with our clients, we keep information about our clients and their teams to allow us to contact them and maintain effective continuity of service.

## Information about our employees

We host personal sensitive information on our employees in a private environment in the cloud. All of our services (HR, payroll etc) are managed in-house which limits the risk of exposure and breaches. We ensure any subcontractors have their own policy documented and are clear about their responsibilities with regards to GDPR.

## Website analytics

We use a third-party service, Google Analytics, to record information about visits to this website. We use this information to understand how to improve the site and make it more useful. We do not use this data to attempt to identify particular website visitors.

Google Analytics uses cookies to track website visitors. Google may use this data to [personalise its services](#). Google provides the ability to [opt out of this process](#) if you wish to.

By accessing our website, you consent to these uses of this data.

## Marketing and communications

If you contact us, we will retain your contact information indefinitely. We believe that it is in our legitimate interest to be able to keep track of queries, offers and other communications that we receive, and to be able to retrieve this information as needed. If you choose to subscribe to a marketing newsletter, we will send you occasional emails containing marketing content. You may unsubscribe from these emails at any time. We operate a mailing list for clients to which we add details of client staff provided to us when their employer enters into a contract with Oxford Insights. This list is used to send clients occasional updates about changes to our services, our availability and other important developments. You may unsubscribe from these emails at any time, but if you do so, you may not receive important information pertinent to the services we provide you.

## **Data obtained from our clients**

During our work, we may access personal data held by our clients. In general:

- Our processing of any such data is limited to whatever is necessary to achieve the goals of our work; and
- On the conclusion of the work, we destroy copies of any data that we have made.

The personal data that we may retain after the conclusion of work are:

- Small excerpts taken from large datasets to illustrate concerns which may be included in our reports or notes of work. We use these excerpts to help our clients better understand how to mitigate risks and improve their outputs.
- Interview data, held in line with the consent given. We ask all participants if they are happy with us taking notes, recording audio, and sharing insights with the client.

## **Data obtained by Oxford Insights**

In the course of our research, we will gather some personal data about our interviewees (e.g. name, occupation). Our standard consent procedure for interviews gives participants the option to be pseudonymous or anonymous in any published outputs. We also make clear how long we will retain personal data and interview notes — usually for no more than 90 days.

Through our quantitative and qualitative research, we gather items of open source intelligence, that may include personal or sensitive data. This data is retained by us on our secure cloud-based company drive in a de-identified form.

## **Access to your data**

GDPR gives any individual the right to access the data that we hold about them, and request that it be amended. If you would like to exercise this right, please send an email to [info@oxfordinsights.com](mailto:info@oxfordinsights.com) with "GDPR data access request" in the subject.

## **Changes to this policy**

This policy is reviewed regularly, and may be changed without notice.