

Data notice: Research participation

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What information is collected?

The following data may be collected when you participate in a research project for us:

- Expression of interest: Information about potentially being involved in a research project, prior to your involvement being confirmed. This is important to assess your suitability for the research.
- Research data: When you participate in a research project, data is being collected, e.g. via a survey, an interview, or another research activity.
- Financial information: Information required to send an incentive payment to you.

Research participant privacy notice

How is that information collected?

We often work with third-party fieldwork partners (such as trusted panel providers and recruitment agencies) for our qualitative and quantitative primary research. They have a research panel that people consent to be a part of. If you are on the panel, they will get in touch with you if you're suitable for a project (expression of interest) and process your incentives if you take part in the research. They may also host the research platform (e.g., for completion of an online survey or online focus groups).

The Headland team will collect the actual research data e.g., by writing the questionnaire or conducting online focus groups, phone interview or similar. In some cases, Headland might register expression of interest and recruit in-house. For example, when the project involves talking to hard-to reach audiences we might leverage established relationships to get in touch with these individuals (e.g. journalists).

How is that information used?

We use the information we collect from you during the research to address specific research issues for our clients. Your consent will be explicitly obtained as part of the process, including for the transfer of any personally identifiable data. In some cases, the client may be anonymous to begin with.

How is the information kept safe?

Headland takes information security risks seriously and takes reasonable technical and organisational precautions to prevent the loss, misuse and / or alteration of your personal information. The measures we follow include, but are not limited, the below:

- a) **Pseudonymisation:** When we use information you provide during the course of a project, any personal identifiers, such as your name, institution and job title, will be removed before analysis or reporting. Please note that while we aim to protect your anonymity as far as is possible, there may be cases in which you supply us with information that by itself, or in combination with other statements in your response, make you identifiable – particularly to someone who knows you – in a way that we cannot reasonably detect whilst anonymising your responses.

- b) **Aggregate reporting:** When writing up the findings of the research, we do so in a way that combines data to show general trends or values without identifying individuals within the data. Where we use verbatims (e.g., from survey open comments or interview quotes) to support an argument, we use generic annotations to protect anonymity – unless you give explicit permission to be named in the research report.
- c) **Access levels and protections:** All files pertaining to the research project are restricted and only accessible by the research and wider client team. Also, documents containing personal data are secured by a password.

Retention of your data

The UK GDPR does not contain any rules on data storage limitation. As such, personal data can theoretically be kept indefinitely. Instead, organisations are encouraged to set their own deadlines based on whatever grounds they see fit. The requirement is that the organisation must document and justify why it has set the timeframe it has.

We have defined retention periods for data pertaining to research as follows:

- **Meeting attendance sheets** (e.g., interview, focus group, workshop, event): Pw-protected electronic file deleted after 6 months, print outs shredded at the latest 1 week after meeting
- **Meeting recordings** (e.g., interview, focus group, workshop, event): Automatically deleted from MS Teams after 120 days; manual deletion from Zoom or Google Meets after max. 1 year of retention; if recorded via (dicta)phone, deleted from device after transfer to Drive; copies on Drive & transcription platform deleted after 1 year
- **Meeting transcripts** (e.g., interview, focus group, workshop, event): Pseudonymised on transcription platform once uploaded & deleted from platform after 1 year; deleted from drive after 10 years
- **Paper interview scripts with notes:** Deleted on return of transcripts or within 2 months
- **Research participant incentive information:** Usually handled by 3rd party provider. If Headland to process, then all banking and account info, address and contact details to held only until 2 weeks after all participants successfully paid.
- **eSurvey results (with identifying information):** Usually kept by 3rd party provider. If HL holding the info, it is to be deleted 2 weeks after the delivery of the final presentation (or after prize draw winners have been drawn)
- **eSurvey results (pseudonymised):** To be retained for 10 years
- **Proposals, reports and presentations:** Final as well as WIP versions which may contain pseudonymised research data to be retained

If you have any questions about how your research details are stored, please contact Imai@headlandconsultancy.com.