

deFacto Research Limited- Privacy and Cookie Notice

deFacto Research Limited welcomes your interest in this website (defactoresearch.com). The company responsible for it is:

deFacto Research Limited
Fernbank House,
Springwood Way,
Macclesfield,
Cheshire, SK10 2XA UK
Registered in England and wales with company number 06989130

We take your privacy seriously and are committed to ensuring that your personal data is protected. We want you to understand our practices with respect to the handling of your personal data. This privacy statement explains how we do this.

Topics:

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When we collect your personal data

We collect information about you if you decide to contact us via our website, email or letter or make use of personalised services (e.g. by subscribing and joining one of our groups). Your registration details will be used to provide and manage the services you have chosen. You will be asked to submit the limited personal data which is necessary for us to provide that service or handle your query. This is completely voluntary.

If you ask us to send you newsletters, webcasts or other communications, we rely on your active consent to do so. You may opt out of receiving these communications at any time.

As an existing client we may also send you marketing communications about our services which may be of interest to you. If you have consented to receive marketing communications you can opt out of receiving these communications at any time.

If any form which collects your personal data allows you to voluntarily provide additional information, we seek this information because we think it will help us to give you a better quality service. You do not have to provide such information if you do not wish to do so.

We also collect personal data from cookies, which we explain more about below.

Site traffic information and cookies

On your first visit to this site you were asked (by a notification banner) to accept our use of cookies and similar technologies and we would like to explain how we use these technologies.

To learn about what cookies and similar technologies are, we recommend that you visit the following third- party website: <http://www.allaboutcookies.org/>.

Like many websites, we use cookies for a variety of purposes. These technologies collect information about your device hardware and interactions with our site.

This information helps us to

- continuously improve our site’s content and functionality by analysing where, on which types of devices and how our site is used, how many visitors we receive, and where they click through to the site from; and
- remember you in case you re-visit our site, so we will know if you have already been served with cookie banners, surveys, or (where site content is undergoing testing) which version of the content you were served.

To delete or stop cookies being placed on your computer, please check the help menu of your internet browser. Blocking cookies will reduce the functionality of this website.

Who do we share your personal data with and where does it go?

We also use the services of third-party service providers to host our website and offer technical support. Any third-party provider we appoint must act in accordance with our written instructions when processing your personal data and must protect your personal data in line with the contractually required security measures. Where we store or transfer your personal data to a third-party provider based outside the European Economic Area, we take steps to ensure your personal data is adequately protected.

We have the right to disclose your personal data as required by law, or when we believe that disclosure is necessary to protect our rights and/or comply with a judicial proceeding, court order, request from a regulator or any other legal process served on deFacto Research Limited. If there is a takeover, sale or purchase of our business, we may disclose your personal data to the new (or prospective) owner of the business.

How long do we keep your information?

We will only hold your information for as long as necessary to fulfil the purposes for which it was collected, before making it non-identifiable or deleting it.

If you send us any “contact us” messages, we will delete or de-identify these messages once we have finally satisfied your query.

If you choose to unsubscribe from a service, we may keep a “suppression list” containing your details so we know you have unsubscribed.

Your rights, complaints and how to contact us

You have the right to access your personal data that we hold. If you would like a copy of some or all of your personal information, please email using the contact details below or write to us at the following address:

deFacto Research Limited
Fernbank House,
Springwood Way,
Macclesfield,
Cheshire, SK10 2XA UK

We may make a small charge for this service.

We want to make sure that your personal information is accurate and up to date. You may ask us to correct or remove information you think is inaccurate.

If you have any questions or concerns relating to the handling of your personal data, or other privacy related query, please get in touch with us using info@defactoresearch.com or the “Contact Us” functionality in the website’s header. Please also use these links for non-privacy related queries.

If you are in the EU, you also have a right to raise a privacy concern with the Data Protection Authority established in the relevant EU country.

Third- party websites we link to

Our website may contain links to third-party sites. This privacy statement does not apply to those third-party’s sites.

We recommend that you read the privacy statements of any other sites that you visit as we cannot accept responsibility for the privacy practices of these sites, which may be different to ours.

Freedom of Information enquiries

If you represent a public authority governed by the Freedom of Information Act and you wish to consult with deFacto Research about a potential disclosure of deFacto information pursuant to a request you have received, please get in touch using info@defactoresearch.com, giving your name, the name of the public authority you represent, your contact details, the nature of the request and the deadline for disclosure and you will be contacted by deFacto Research Limited.

Changes to the privacy statement

We may update this privacy statement from time to time and recommend that you revisit it on occasion to see the latest version.

This statement was last updated in April 2018.