Imogen Blood & Associates Ltd - Privacy Policy

**Our contact details**

Name: Imogen Blood

Address: 369 Barlow Moor Road, Manchester, M21 7FZ

E-mail: [enquiries@imogenblood.co.uk](mailto:enquiries@imogenblood.co.uk)

Website: [www.imogenblood.co.uk](http://www.imogenblood.co.uk)

**The type of personal information we collect**

We currently collect and process the following information:

* Personal identifiers, contacts and characteristics (for example, name and contact details)
* Demographic information
* Pseudonymised data

**How we get the personal information and why we have it**

Most of the personal information we process is provided to us directly by you for one of the following reasons:

* To enable specified and lawful processing of data during research and consultancy activities

We also receive personal information indirectly, from the following sources in the following scenarios:

* Contractors with whom we have a data sharing agreement, may share a number of datasets pertaining to a single cohort or study which may provide indirect personal information
* We may receive incidental online identifiers including IP addresses and account handles during research activity. We do not actively collect or process such identifiers

We use the information that you have given us in order to conduct research and consultancy activities including:

* Interviews, focus groups, workshops, webinars, training sessions and meetings by telephone, videoconferencing, and face to face (consent required for specified data subjects)
* Data management and analysis
* Reporting (consent required)
* Dissemination (consent required)

We may share this information with organisations who have contracted us to conduct research and consultancy activities on their behalf.

Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:

**(a) Your consent. You are able to remove your consent at any time. You can do this by contacting:** Imogen Blood via email: [enquiries@imogenblood.co.uk](mailto:enquiries@imogenblood.co.uk), or by writing to us at the following address: 369 Barlow Moor Road, Manchester, M21 7FZ.

**(b) We have a contractual obligation.**

**(c) We have a legal obligation.**

**(d) We need it to perform a public task.**

**(e) We have a legitimate interest.**

**How we store your personal information**

Your information is securely stored in restricted access cloud-based files, and where paper-based records are required, a restricted access filing cabinet.

We keep personal identifiers, contacts and characteristics, demographic information and pseudonymised data for the duration of the research and delete it as soon as it is no longer needed. Where we are required to store data, we keep data for a maximum of six years. We will then dispose your information by securely deleting data from our online files and using a confidential waste facility for all paper-based records.

**Your data protection rights**

Under data protection law, you have rights including:

**Your right of access** - You have the right to ask us for copies of your personal information.

**Your right to rectification** - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

**Your right to erasure** - You have the right to ask us to erase your personal information in certain circumstances.

**Your right to restriction of processing** - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

**Your right to object to processing** - You have the the right to object to the processing of your personal information in certain circumstances.

**Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at [enquiries@imogenblood.co.uk](mailto:enquiries@imogenblood.co.uk) or by post to 369 Barlow Moor Road, Manchester, M21 7FZ if you wish to make a request.

**How to complain**

If you have any concerns about our use of your personal information, you can make a complaint to us at [enquiries@imogenblood.co.uk](mailto:enquiries@imogenblood.co.uk) or by post to 369 Barlow Moor Road, Manchester, M21 7FZ.

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO’s address:

Information Commissioner’s Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>