

## PRIVACY / INFORMATION NOTICE

### WHO WE ARE:

**CHILDWISE** is a research agency based in the UK, whose main expertise is research with children and young people and those associated with them such as parents and teachers.

### WHAT WE DO:

Our business reasons for collecting research data are to provide useful information to our clients, or to produce our range of published reports. Data in these forms is anonymised, and generally only shared at an aggregated (not individual) level. However some data (eg. verbatim quotes) are by necessity individual, but in these cases all due care is taken to make sure these are anonymous and non-attributable.

### OUR LEGAL BASIS FOR PROCESSING PERSONAL DATA:

**CHILDWISE** use documented, specific, informed consent as the lawful basis for processing personal data.

### YOUR RIGHTS:

To exercise any of your rights, please contact **CHILDWISE** using the contact details at the end of this document. It is your right to:

- withdraw your consent for taking part in a research project
- withdraw your consent for any of the individual purposes for which you have consented for your personal data to be used
- have any of your personal data deleted / removed from our systems
- have access to / rectify any of your personal data that we store on our systems
- lodge a complaint about **CHILDWISE** with the Information Commissioner's Office (contact details below)

### PERSONAL DATA COLLECTED:

Personal data is only collected where absolutely necessary, and collection of this is not forced as part of consent to take part in research (separate consent is obtained for collection of personal data). The sorts of personal data that we collect can include:

- Gender
- Sexual orientation
- Racial / Ethnic origin
- Religious beliefs
- Physical or mental health or condition

### USAGE OF PERSONAL DATA:

Unless otherwise specified, any personal information provided to **CHILDWISE** as part of a research project:

- is given in complete confidence and anonymity
- is aggregated with data from other research respondents to preserve anonymity
- will be analysed in-house, by **CHILDWISE** staff, without the use of external data processing agencies
- will not be shared directly with third parties without explicit consent
- will not be used for anything else other than the purpose(s) that were consented to

### SECURITY OF PERSONAL DATA:

Unless otherwise specified, any personal information provided to **CHILDWISE** as part of a research project:

- is stored on a secure cloud based server (in the case of digital data)
- is retained in aggregated form only in our data files (in the case of digital data)
- is stored in locked storage in a locked office (in the case of analogue data)
- is securely data shredded after a retention period of one year (in the case of analogue data)

### If you need any further information, please contact us:

**CHILDWISE** Research Limited  
25 Gloucester Place  
London  
W1U 8HT  
[research@childwise.co.uk](mailto:research@childwise.co.uk)

### If you wish to lodge a complaint about **CHILDWISE** with the Information Commissioner's Office, their details are below:

Information Commissioner's Office  
0303 1231113  
<https://ico.org.uk/concerns/>