

# ABA Market Research Ltd. (ABA) Privacy Policy

## PRIVACY STATEMENT

Your privacy is important to us. We take great care in protecting your privacy and the information you provide whilst visiting our website or filling out one of our surveys (whether hosted on our own website, other websites on our behalf or by any other means, including by telephone).

We are committed to meeting the requirements of the following laws and codes:

- Data Protection Act 1998
- Market Research Society's (MRS) Code of Conduct
- ICC/ESOMAR (European Society for Opinion and Marketing Research) International Code on Market and Social Research

## OUR SURVEY INVITATIONS

We will not mislead you about the nature of the research or how the data will be used. If you receive an invitation to take part in one of our surveys, it will be because you recently made a purchase from B&Q and the survey invitation was on the receipt or you clicked on or were provided the link by B&Q.

We never knowingly invite children under the age of 16 to participate in research studies without taking measures to ensure appropriate consent from a responsible adult.

## INFORMATION WE COLLECT

When we contact you, we generally do so for one of the following purposes:

1. To invite you to participate in research
2. To conduct research with you
3. To validate answers you gave in a recent research we conducted
4. To notify you if you have won a prize draw that we sponsored

We will collect your information when you fill out one of our surveys.

The information we collect will include survey responses, which can contain your personal opinions and, if you are willing to tell us, personal information such as name, address, postcode, gender, occupation, age, date of birth, email address, telephone number etc. We may occasionally collect sensitive personal information such as political views.

In addition, we will record which pages you visit on our website, your IP address, which type of browser you are using, your screen size and other basic metrics.

ABA makes reasonable efforts to keep personal information in its possession or control, which is used on an ongoing basis, accurate, complete, current and relevant, based on the most recent information available to us. We rely on you to help us keep your personal information accurate, complete and current by answering our questions honestly.

## HOW WE USE YOUR INFORMATION

The personal information we collect is:

- Combined with the survey responses of all others who participated in the same survey research and reported back to B&Q
- Used on an aggregated basis to determine which groups of people think certain things more than others
- Used to administer and operate prize draws (further details on this use of personal information can be found in the Prize Draw terms and conditions. For further information, please [click here](#))
- Used to improve our websites and identify any potential areas of improvement
- Occasionally used to re-contact you to validate your responses

All of your survey responses are treated as confidential. We will never intentionally disclose your personal information or individual survey responses to B&Q or any third parties unless:

1. You request a call back from one of the store management team at B&Q to discuss your recent experience with them. In this situation we will inform B&Q that you have participated in the research and we will send them your contact details and individual survey responses
2. You request or consent to sharing your identifying information and individual responses
3. In the rare but possible circumstance that the information is subject to disclosure pursuant to judicial or other government subpoenas, warrants, orders or for similar legal or regulatory requirements

## WHO WE SHARE THE INFORMATION WITH

We will not sell your personal information to third parties. From time to time we may employ other companies and individuals to perform functions on our behalf. These functions will either be to further analyse your responses such as coding verbatim responses or, if you provide permission, for contacting you to arrange further research about B&Q either with ABA or B&Q themselves. They will have access to the personal information needed to perform their functions, but may not use it for other purposes. They will never use your information to market to you. They must also process the personal information as set out in this Privacy Policy and as permitted by the UK's Data Protection Act.

By browsing our website and communicating electronically with us in our surveys you consent to us transferring your personal data to other companies within and outside of the EEA only for the purposes mentioned above. We shall endeavour to ensure that your personal information is kept confidential and secure.

## COOKIES

A cookie is a small text file that may be placed on your device (computer, mobile phone, tablet) when you complete one of our surveys. To complete a survey with us we will use a session cookie. This is a temporary cookie and is removed when you close the browser. This session cookie allows us to give your visit to our website a unique identifier so you can complete the survey. You can configure your browser to notify you when cookies are being placed on your computer. You can also turn cookies off and delete those you do not want. For more information on our Cookie Policy please [click here](#).

## SECURITY

We inform our employees about our policies and procedures regarding confidentiality, security and privacy, and we emphasise the importance of complying with them. Our security procedures are consistent with generally accepted commercial standards used to protect personal information.

## ACCESS RIGHTS

Your co-operation in any ABA survey is voluntary at all times, and we are always thankful for your help. You are entitled to access the personal information we hold about you (which is known as a subject access request) and you have the right to update any incorrect information. **We will carry out any request to the extent required by applicable law.** To do this, please submit your request in writing to the email or postal address detailed below in our Contact Details section.

## LINKS & UPDATES

Please be aware that any third party websites that you may link to from here are out of the control of ABA and we are not responsible for the privacy practices or the content of such websites.

If this privacy statement changes, we will update our policy on this website.

## CONTACT DETAILS

If you have any queries concerning this policy, our website or our surveys, or would like to make a subject access request, please contact us via email on [surveys@abaresearch.co.uk](mailto:surveys@abaresearch.co.uk) or by post to:

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