



## Privacy Notice

### About Marge

Marge Ainsley is a Cultural Consultant, Facilitator and Trainer based in Northwest England. As a professional independent sole trader working on a range of projects, I am committed to ensuring any data I hold and use meets UK General Data Protection Regulation expectations and am registered with the Information Commissioner's Office (ICO). As a Member of the Market Research Society (MMRS) I am also bound by their Code of Conduct, and work to industry-recognised standards. I am also a director of Museum Freelance which is registered separately with the Information Commissioner's Office (no. ZA781958). Please see the separate [privacy policy](#) which applies to Museum Freelance.

### About this document

This Privacy Notice sets out my policy with respect to information that can be associated with or which relates to a person and/or could be used to identify a person ("Personal Data"). It outlines when and why I collect personal information, and the procedures I use in my business to ensure data is kept responsibly and securely.

### Types and use of data

I collect the following data through my business activities:

1. **Business contacts:** Names, emails and telephone numbers are collected for communication with clients, suppliers and fellow freelancers. These are typically provided by the individuals themselves through project communication, business cards, or sourced through publicly available data on websites.
2. **Research participants:** I sometimes collect personal information during quantitative and qualitative research activities. Personal data for these projects could include name, address, home postcode, email address or telephone number. It can also include information about age, gender, health, ethnicity, religion or other 'socio-demographic' information. This information is used solely for analysis and reporting to clients. Questions related to personal data and information are always optional to answer in my quantitative or qualitative research activities. Sometimes I use personal data to administer an incentive (e.g. a prize draw), to recruit willing participants for a focus group, and to gain consent for research participation (e.g. from a responsible adult in charge of a child). Personal information is removed from any verbatim feedback captured through my research to ensure anonymity. This is always the case unless attribution is requested by the client; in these instances, the participant is asked for permission prior to being associated and named.
3. **IP addresses:** To make sure online surveys are reliable and robust I will sometimes limit one response per device by capturing an IP address. However, this is never used for analysis.
4. **Event participants:** In my voluntary role supporting the Museum Freelance Network, I will occasionally organise meet up events. I use EventBrite to arrange these and collect name and emails as part of the process to contact participants in advance. This data is stored until the day after the event. Here's [Eventbrite's privacy policy](#).
5. **Photography:** I'm often asked to provide photography evidence of my work in reports. Sometimes photography is taken by an external photographer and these are provided to me by the client. Other times, I take the photographs. In both cases, participants give consent prior to being photographed, and their personal data is collected on a consent form.



### **Sharing data**

I do not share any personal data without explicit consent. Data is provided to clients in aggregated formats for research reports. Most clients I work with require me to sign a contract in advance which covers data sharing, clearly outlining expectations for data sharing and storage. Sometimes I work with other freelancers to deliver a project and need to share personal contact data as part of the process (e.g. sharing focus group participant names); these consultants share the same approach and adherence to UK GDPR as I do. They are also ICO registered and we have clear policies in place for sharing data. There may be times when I have to disclose personal information without consent. This would include a requirement by law or if it is to protect someone's safety.

### **Data security**

I take the security of collected data extremely seriously and have procedures in place to ensure it is stored responsibly. This means I can protect personal information, access personal data quickly, and have the ability to deal quickly with any unusual activity recorded with data (e.g. a personal data breach such as a compromised email account). For all client projects, I keep data for one year before deleting or destroying it in line with my retention schedule. I use SurveyMonkey to host online surveys. You can find their Privacy Policy and Privacy Shield Certification [here](#).

### **Your rights and access**

Whether you are a participant in my research and evaluation work, or a business contact, you have the right to:

- Request a copy of the personal information I hold about you;
- Have inaccurate personal data corrected, erased or destroyed in certain circumstances;
- Have your data erased ('right to be forgotten or 'right to erasure') in certain circumstances;
- Restrict the processing of your personal information in certain circumstances, such as if it is likely to cause or is causing damage or distress.

If you have an access request then email [marge@margeainsley.co.uk](mailto:marge@margeainsley.co.uk).

If you have a complaint about how your personal information is processed then you can also contact the [Information Commissioner's Office](#).

### **Updates**

This statement is under regular review. It was last updated on 19 February 2021.