



Our privacy and data protection policy.

MMC Research and Marketing (MMC) ("us", "we", or "our") is committed to protecting and respecting your privacy. This privacy notice will inform you as to how we look after your data when you visit our website or participate in market research or if we have been appointed by you to conduct marketing campaigns on your behalf. This notice also informs you about your privacy rights and how the law protects you.

We operate the <https://mmc.agency> website and act as a data controller when operating in market research or marketing services on behalf of a client (hereinafter referred to as the "Service").

This document informs you of our policies regarding the collection, use, and disclosure of personal data when you use our Service and the choices you have associated with that data.

Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

For the purpose of the EU General Data Protection Regulation (GDPR), the data controller is MMC. We are registered with the Information Commissioner's Office under registration number ZA509141.

If you have any concerns about the way we treat and use personal data or any questions about this Privacy Notice, please let us know via email at research@mmc.agency.com.

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

Information Collection and Use

We collect several different types of information for various purposes to provide and improve our Service to you.

Types of Data Collected

Personal Data

While using our Service, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you ("Personal Data"). Personally identifiable information may include, but is not limited to:

- Email address
- First name and last name
- Phone number
- Address, Postcode, City



When conducting Market Research

We act as a data controller when we conduct market research on behalf of a client. This involves conducting research activities such as online surveys, telephone interviews, face-to-face surveys, focus groups or individual interviews.

When conducting market research, you will be asked for consent before we commence any activities. As a rule...

- MMC will tell you the personal data we are collecting in advance
- MMC will tell you the purpose of collecting this data and outline the legitimate purpose
- MMC assures you that you have the rights to remain anonymous and withdraw your involvement at any point
- MMC assures you that you have the right to access any data we hold on you
- MMC will let you know how long we will store your data

MMC does not share any of the personal data collected from research participants with any third parties for marketing purposes. For further details on how we conduct our research, contact us at research@mmc.agency

When Conducting Marketing Services

When conducting marketing services for clients, they may share their client emails or record with us. As a rule...

- MMC will only use the data for the purpose of your project
- Will only store the data for the use of the project, stored in our secure cloud based server (sharepoint)
- After the project has been completed, data will be deleted after 6 months unless asked for a different timeframe.

Use of Data

MMC uses the collected data for various purposes, for research:

- Where you have provided consent to collect and process data related to market research projects conducted on behalf of MMC clients
- Where you have provided consent, to keep you informed of future marketing research projects.

For other services

- To provide customer care and support
- To provide analysis or valuable information so that we can improve the Service
- To monitor the usage of the Service
- To detect, prevent and address technical issues

Your Rights for personal data sharing



You have the right to find out about what information we hold about you. You can exercise that right by contacting us and we will send you any request for information in a suitable electronic form within 20 working days.

To make a request for information please contact us research@mmc.agency and a member of our team will be in touch.

If your personal data is incorrect then you have the right to rectify this information and ensure that it is accurate and up to date. If your data is incorrect then please contact us at the email address above and a member of the team will rectify this on your behalf.

You have the 'right to be forgotten' and to have your personal identifiable information permanently deleted from our systems. Again, if you would like to exercise this right then please contact us at research@mmc.agency.

There will be no charge made for reasonable electronic access to your information, your right to rectification or for your right to be forgotten from our systems.

Disclosure Of Data

Legal Requirements

MMC may disclose your Personal Data in the good faith belief that such action is necessary to:

- To comply with a legal obligation
- To protect and defend the rights or property of MMC
- To prevent or investigate possible wrongdoing in connection with the Service
- To project the personal safety of users of the Service or the public
- To protect against legal liability

Service Providers

We may employ third party companies and individuals to facilitate our Service ("Service Providers"), to provide the Service on our behalf, to perform Service-related services or to assist us in analyzing how our Service is used. These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

We may use third-party Service Providers to monitor and analyse the use of our Service.

Microsoft Sharepoint/Teams Drive

This is a cloud-based storage platform that we use to store business data. We act as the data controller for this purpose and pay our IT company ITC to act as the data processor to keep the data safe and secure. This drive is only accessible internally to MMC staff and access is strictly managed.

Survey Monkey

We use Survey Monkey to conduct electronic market research surveys. Survey Monkey acts as our data processor, and is used to help us to collect survey responses. You can view more information



about Survey Monkey and their policies here > <https://www.surveymonkey.com/mp/legal/privacy-policy/>

Mailchimp

We use Mailchimp to send email marketing. Mailchimp acts as a data processor. You can opt-out of the email marketing messages at anytime by clicking on the unsubscribe link an email you've received or by contacting us at research@mmc.agency.com

You can view more information about Mailchimp and their policies here > <https://mailchimp.com/legal/privacy/>

Links To Other Sites

Our Service may contain links to other sites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Notice of every site you visit. We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

Children's Privacy

Our Service does not address anyone under the age of 18 ("Children").

We do not knowingly collect personally identifiable information from anyone under the age of 18. If you are a parent or guardian and you are aware that your Children has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from children without verification of parental consent, we take steps to remove that information from our servers.

Transfer of Ownership

We may also disclose your information to third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this Privacy Notice.

Changes To This Privacy Notice

We may update our Privacy Notice from time to time. We will notify you of any changes by posting the new Privacy Notice on this page.

We will let you know via email and/or a prominent notice on our Service, prior to the change becoming effective and update the "effective date" at the top of this Privacy Notice. You are advised to review this Privacy Notice periodically for any changes. Changes to this Privacy Notice are effective when they are posted on this page.

Contact Us

If you have any questions about this Privacy Notice, please contact us:

- By email: research@mmc.agency