



Research Runner Ltd

**PLEASE CAREFULLY READ THIS PRIVACY POLICY BEFORE USING THIS WEBSITE OR ANY OTHER SERVICES OFFERED BY RESEARCH RUNNER LTD**

## **1. Introduction**

Research Runner is a global Sales consultancy with an expertise in sales and a strong background in Research, specialising in professional B2B lead generation growth. We form partnerships between companies who want to create and build new business development. We take our duty to process your personal data very seriously. This policy explains how we collect, manage, use and protect any information we collect about you to ensure you remain informed and in control of your information. It outlines your rights to access personal information if required; of which these terms fall in line with GDPR (General Data Protection Regulations) 2018.

In this policy references to Research Runner, or to 'we' and 'us' are to Research Runner a company incorporated in England and Wales with registered number: 7410792 and whose registered office is at Kao Hockham Building, Harlow Enterprise Hub, Edinburgh Way, Harlow, Essex, CM20 2NQ ("Research Runner Ltd")

We may change this document from time to time to reflect the latest view of what we do with your information. Please check back frequently to ensure that you are satisfied with any changes.

For the purpose of the Data Protection Act 1998 (the "DP Act"), the data controller is Research Runner Ltd. Research Runner Ltd is a registered data controller with the Information Commissioner's Office, registration number ZA343849.

## **2. What information we collect**

Research Runner is what's known as the 'controller' of the personal and business data you provide to us. We will usually collect basic personal data about you like your name, business postal address, telephone number, and email address. We may also collect details of your business interests and preferences (such as campaigns, credential and even the way you wish us to approach potential new business leads). Your activities and involvement with Research Runner will result in personal data being created. This could include details of how you've recommended potential clients to us.

We will collect information about certain industries and sectors from public sources. This could include public databases (such as Companies House), news or other media. We may conduct research and analysis on the information we hold, which can in turn generate personal data. For example, by analysing your business interests and involvement with our work we may be able to build a profile which helps us decide the best companies to target

and approach. We will approach specific company target lists provided by you as well as targeting our existing contacts in our proprietary database (Salesforce). We do not collect or store sensitive data (such as information relating to health, beliefs or political affiliation). We will also take extra precautions to ensure your privacy rights are protected.

### **3. How we collect your information**

We collect information about when you enquire about using any of our services, as part of us providing you with our services, or when you register an interest in working with us.

We collect your personal information in a number of ways:

- When you provide it to us directly. Your activities and involvement with the Company will result in personal data being created
- We can collect it as you use our website. Please see our Cookies policy for details
- When you provide permission to other organisations to share it with us (including Facebook, Twitter or LinkedIn).
- When you provide us with specific company target lists with which you wish us to contact on your behalf.
- From publically available sources to keep your information up to date (e.g. from Companies House, news or other media)

#### **3a. Processing Obligations**

**Controller** Person/s/agency who determines the purpose and means of the processing of personal data.

**Processor** Person/s/agency who processes data on behalf of the controller.

Organisations that determine the means of processing personal data are controllers, regardless of whether they directly collect the data from data subjects. For example, an insurance (controller) collects the data of its clients when they take out insurance, but it is another organisation (processor) that stores, digitizes and catalogues all the information produced on paper by the insurance provider. These companies can be data centres or document management companies. Both organisations (controller and processor) are responsible for handling the personal data of these customers.

- In this instance, Research Runner become the processor when they are sent specific targets lists from their clients.

### **4. How we use your information**

We will only use your information for the purpose or purposes it was collected for (or else for closely related purposes). These purposes include:

- Where the information is needed to fulfil your request or to enable us to provide you with a more personalised service. Sometimes, with your consent, we will process your personal data to provide you with information about our work or our activities that you have requested or are expecting.
- We use personal data for administrative purposes (i.e. invoicing).
- Where we need to do this to fulfil a contract or where we are required to do this by law or other regulations.

- When it is in our legitimate interests to do this and when these interests do not override your rights. Those legitimate interests include providing you with information on our campaigns, newsletter requests, feedback, and other activities.
- We evaluate, categorise and profile personal data in order to tailor materials, services and communications and prevent unwanted material from filling up our internal database (Salesforce).

Salesforce is there to help all customers in their efforts to comply with GDPR through their robust privacy and security protections. <https://www.salesforce.com/eu/company/privacy/>

#### **4a. Marketing**

We use personal data to communicate with people, to promote Research Runner and to help with new business. This includes keeping you up to date with our news, updates, and any email campaign information. This includes all our marketing communications (the term marketing is broadly defined and, for instance, covers information about Research Runner). You can decide not to receive communications or change how we contact you at any time. If you wish to do so please contact us by emailing [kholmes@research-runner.com](mailto:kholmes@research-runner.com), writing Research Runner, Kao Hockham Building, Harlow Enterprise Hub, Edinburgh Way, Harlow, Essex, CM20 2NQ or telephoning 01279 260 031 (Lines open 9am – 5.30pm, Mon – Fri). When you receive a communication, we may collect information about how you respond to or interact with that communication, and this may affect your communication preferences.

We will run events for our Clients or for those whom we believe would be interested in our Service at Research Runner. We may collect information about you how respond to or interact with our invitations.

As with other marketing communications, we'll only contact you specifically about our Services if you have opted into to receiving marketing from us (and you can, of course, unsubscribe at any time).

#### **4b. Sharing your information**

We only disclose information to third parties or individuals when obliged to by law, for purposes of national security, taxation and criminal investigations and the following:

- If we receive a complaint about any content you have posted or transmitted to or from one of our emails, to enforce or apply our Terms & Conditions or if we believe that we need to do so to protect and defend the rights, property or personal safety of Research Runner, our website or our visitors and for other lawful purposes.
- And, we will never sell or rent your personal information to other organisations.

#### **5. Research and Profiling**

We evaluate personal data in order to tailor materials, services and communications and prevent unwanted material from filling up your inbox or indeed our Services or CRM system. Understanding your specific needs for business growth helps us provide you with a better experience specific targeted new business leads. Research can help us target our resources more effectively through gaining an insight into the background of a potential contact/lead and help build relationships that are appropriate to your interests. This increase in efficiency helps us ensure we are maximizing the good we can do for you, our Client. To do this we

may use additional external sources of data to increase and enhance the information we hold about you. This may include obtaining details of changes of address, telephone numbers and other contact details and information related to your wealth. It may also include information from public registers and other publically available sources.

## **6. How we store and retain your information securely**

### **6.1 Retention**

We hold your information only as long as necessary for each purpose we use it and regularly review what information we hold and delete what is no longer required. We will retain your data for up to 7 years in line with financial best practice for our accounting purposes. If you decide not to work with Research Runner any more or request that we have no further contact with you, we will keep some basic information in order to avoid sending you unwanted materials in the future and to ensure that we don't accidentally duplicate information.

### **6.2 Data Security**

We employ a variety of physical and technical measures to keep your data safe and to prevent unauthorised access to, or use or disclosure of your personal information. Electronic data and databases are stored on secure computer systems and we control who has access to information (using both physical and electronic means). Our staff receives data protection training with which to follow.

Our electronic data is stored within secure encrypted servers within our office. Personal Data that is kept on paper copies is stored in secure locked cabinets.

### **6.3 Payment security**

Research Runner do not ever require our Clients to use a credit card to pay for our services, in person or over the phone, therefore credit card details are never asked for and are therefore never stored. Payments for our retainer services are always made by BACS directly to our business bank account of which our details are available upon request.

### **6.4 CCTV**

Our premises have CCTV and you may be recorded when you visit them. CCTV is there to help provide security and to protect both you and Research Runner. CCTV will only be viewed when necessary (e.g. to detect or prevent crime) and footage is only stored temporarily. Unless it is flagged for review CCTV will be recorded over. Research Runner complies with the Information Commissioner's Office CCTV Code of Practice, and we put up notices so you know when CCTV is in use.

## **7. Keeping you in control**

We want to ensure you remain in control of your personal data. A new data protection law, starting in May 2018, gives everyone a number of very important rights. These gives all EU citizens the right to the following:

- the right to ask us to remove your personal data from our records.
- the right to have inaccurate data rectified.
- the right to request a copy of the information we hold about you.
- the right to ask us to stop using your information for marketing or profiling, and

- where technically feasible, the right to obtain and reuse your personal data for your own purposes.

Remember, you can change the way you hear from us or withdraw your permission for us to processing your personal data at any time by using the contact details in the Privacy Statement.

## **8. Cookies and website**

We use traffic log cookies to identify which pages are being used. This helps us analyse data about webpage traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes.

## **9. Legitimate interest**

Under the new data protection law starting on 25<sup>th</sup> May 2018 we have a number of lawful reasons that we can use (or 'process') your personal information. One of these lawful reasons is called 'legitimate interests'.

Broadly speaking Legitimate Interests means that we can process your personal information if:

- We have a genuine and legitimate reason **and** we are not harming any of your rights and interests.
- So, what does this mean? When you provide your personal details to us we use your information for our legitimate business interests. Before doing this, though, we will also carefully consider and balance any potential impact on you and your rights.
- Some typical examples of when we might use the approach are for preventing fraud, direct marketing, maintaining the security of our system, data analytics, enhancing, modifying or improving our services, identifying usage trends and determining the effectiveness of our lead generation.
- Research Runner will use various ways to achieve our mission and to support our objectives: we believe that people who share our values would love to know how we can support them in growing their business. We will process the personal information you have supplied to us to conduct and manage our business to enable us to give you the most appropriate marketing, information, service and new business leads and to provide you with the best and most secure experience. These are what we consider to be our 'Legitimate Interests' for holding and processing your data.
- When we process your personal information for our legitimate interests, we will consider and balance any potential impact on you and your rights under data protection and any other relevant law. Our legitimate business interests do not automatically override your interests – we will not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law).
- Remember, you can change the way you hear from us or withdraw your permission for us to process your personal details at any time by contacting us. For our details please see section 11.

## **10. Changes to the policy**

We'll amend this Privacy Policy from time to time to ensure it remains up-to-date and accurately reflects how and why we use your personal data. The current version of our Privacy Policy will always be posted on our website.

## **11. How to contact us**

If you have any questions about the policy or how we use your data please get in touch below.

Email: [kholmes@research-runner.com](mailto:kholmes@research-runner.com)

Phone: 01279 260031

Research Runner Ltd, Kao Hockham Building, Harlow Enterprise Hub, Edinburgh Way, Harlow, Essex, CM20 2NQ

### **Making a complaint or giving positive feedback**

If you are dissatisfied with our organisation or our work and would like to make a complaint, or if you would like to leave some positive feedback about any aspect of our work, please contact Katie Holmes-Atkin (Data Protection Office DPO) as above.