

Website Privacy and Data Protection Policy

Fresh Market Research Ltd

October 2026

1. About this policy

Fresh Market Research Ltd (“we”, “us”, “our”) is a UK market research business. This policy explains how we collect and use personal information about visitors to our website, people who contact us, our business contacts, and people invited to or participating in research. For a particular research project, a study-specific participant privacy notice may provide additional details, including who controls the data, the lawful basis, and how responses will be reported. Please read that notice alongside this policy.

2. Who we are and how to contact us

Fresh Market Research Ltd | Website: <https://freshmarketresearch.co.uk> | Email: info@freshmarketresearch.co.uk

Registered office: Unit 4, The Business Centre, 2 Cattedown Road, Plymouth, PL4 0EG |
Company number: 14879143 | ICO registration: ZB72124 | Data protection contact: Hayley Everett, Director.

We generally act as the controller for our website enquiries and business administration records. For commissioned research we may act as an independent controller, a processor following a client’s documented instructions, or a joint controller. The project-specific information will identify the relevant controller and contact arrangements.

3. Personal information we collect

- Website and enquiry information: names, contact details, enquiry messages and other information you choose to provide through forms or correspondence.
- Business contact information: names, roles, employers, business email addresses and telephone numbers, correspondence and records of professional interactions.
- Research information: recruitment and eligibility information, survey answers, interview and focus-group contributions, opinions, workplace or customer experiences, demographic information and, where used, recordings, transcripts or notes.
- Technical website information: potentially IP addresses, device and browser details, requested pages, timestamps, security logs and cookie or similar identifiers, depending on the website configuration.

Some research may involve special category information, such as health, ethnicity, or sexual orientation. We identify an appropriate Article 6 lawful basis, an additional Article 9 condition and any applicable Data Protection Act 2018 requirements before collection. Age and gender are not automatically special category data. Please do not include sensitive

personal information in a general website enquiry unless it is necessary and specifically requested.

4. Where personal information comes from

We collect information directly from people who browse our website, make enquiries, contact us, volunteer for research or participate in research studies. We may also receive information from commissioning clients who provide contact lists, research recruitment providers and our existing professional contact records. Where personal information comes from another source, we provide the required privacy information unless a lawful exception applies.

5. How and why we use personal information

We use information to respond to enquiries; discuss and deliver services; manage business relationships; recruit, screen and schedule research participants; conduct surveys, interviews, focus groups, customer experience and employee research; analyse findings; prepare client reports; maintain appropriate records; and secure our website and systems.

Our lawful basis under Article 6 UK GDPR depends on the activity. It may be legitimate interests (for example, responding to business enquiries, managing professional relationships and undertaking appropriately assessed research), contract (where processing is necessary for a contract with the individual or pre-contractual steps they request), legal obligation, or consent where appropriate. We determine and document the applicable basis for each activity. A person's agreement to participate in research is not necessarily consent as the UK GDPR lawful basis.

For commissioned research where we act solely as a processor, the commissioning client is responsible for identifying its lawful basis, and we process personal information on its documented instructions. Study-specific information explains the relevant basis and any additional special category condition.

6. Contact forms, business communications and marketing

When you contact us, we use the information to answer your enquiry, provide requested information and keep relevant correspondence records. We do not treat a general enquiry as permission to send unrelated marketing. Any optional marketing choice will be separate and recorded where required.

Business marketing and research invitations are assessed under both UK GDPR and the Privacy and Electronic Communications Regulations (PECR), taking account of the recipient and communication channel. We obtain consent where required and assess legitimate interests where appropriate. You can object to direct marketing at any time by emailing us. We may retain limited suppression information to respect that choice.

7. Research confidentiality and reporting

We aim to minimise identifiable research information and, where practical, keep participant contact details separate from responses. Depending on the research design, client reports may include aggregate findings, anonymised results, coded responses or identifiable information. We explain proposed sharing of identifiable responses, attributed quotations or recordings before participation.

Removing names does not necessarily make information anonymous, especially in small professional samples or employee studies. Pseudonymised information remains personal data. We do not describe research as anonymous unless the design supports that description. During focus groups, other participants hear contributions, so we cannot guarantee their confidentiality.

8. Research tools, recordings and AI-assisted analysis

We may use SurveyMonkey to administer online questionnaires, Zoom or Microsoft Teams for online research sessions, and Microsoft 365 for business administration. These services are used where relevant to the activity; their mention here does not mean they are embedded on, or automatically collect information through, our public website. If a session is recorded or transcribed, participants will be told why, how the material will be used and who may receive it.

We may use AI to assist with analysis and drafting of research reports. Our stated practice is to submit only appropriately anonymised research material, rather than identifiable survey responses. We remove direct and indirect identifiers, assess re-identification risks and have a person review AI-assisted outputs. We do not upload client-confidential material without appropriate authorisation, even where it contains no personal data.

9. Who we share information with

Depending on the activity, information may be shared with commissioning clients, authorised contractors and research partners, website hosting, maintenance, email and IT service providers, professional advisers, and public authorities where required or permitted by law. Microsoft 365 may support correspondence and records, while other research tools may be used for particular studies. We use appropriate processor contracts where required.

Research reporting arrangements, including any identifiable disclosures to clients, are explained in study-specific participant information. We do not assume that a provider processes website visitor information unless its relevant website integration is actually in use.

10. International transfers

Some suppliers may store or access personal information outside the UK. Where a restricted international transfer occurs, we will ensure that an applicable UK adequacy arrangement, appropriate safeguard or lawful exception applies, together with any required assessment

and additional measures. Actual supplier processing locations and transfer mechanisms are reviewed as part of supplier due diligence.

11. Retention and security

We keep personal information only for as long as necessary for the relevant purpose, taking account of contractual commitments, legal obligations and our documented retention schedule. Different periods may apply to website enquiries, contact records, technical logs, recruitment lists, survey responses, recordings and client project files. When information is no longer needed, we securely delete or anonymise it, subject to applicable requirements.

We apply proportionate technical and organisational safeguards, including access restrictions, confidentiality requirements, account security, secure handling of research material and incident response procedures. The measures used depend on the sensitivity and nature of the information.

12. Cookies, analytics and third-party content

Our website may use cookies and similar technologies for essential operation, security, preferences, audience measurement or embedded content. The technologies actually used, their providers, purposes and durations should be listed in a cookie table or separate Cookie Notice. Where legally required, we obtain consent before non-exempt technologies are activated. Some narrowly defined functional or statistical uses may qualify for exceptions, subject to their conditions. Visitors must be able to make and change choices as required by law.

Links to external websites are subject to those providers' own privacy notices.

13. Your data protection rights

Depending on the circumstances and applicable legal conditions, you may have rights to access, rectify or erase your personal information; restrict processing; object to processing; receive portable information; withdraw consent where consent is the lawful basis; and exercise rights concerning applicable solely automated decisions. You have the right to object to direct marketing at any time.

To exercise your rights, email info@freshmarketresearch.co.uk. We may verify your identity proportionately and will respond within the applicable legal timeframe. Where we act only as a processor, we will assist the relevant client controller with requests.

14. Concerns and complaints

Please contact info@freshmarketresearch.co.uk if you have concerns about our use of your information. We will handle complaints in accordance with applicable UK law. You can also complain to the Information Commissioner's Office (ICO): <https://ico.org.uk/> | Telephone: 0303 123 1113.

15. Changes to this policy



We may update this policy as our services, website, suppliers, practices or legal requirements change. The current version will be published on our website, and material changes will be communicated where required.

Last reviewed: October 2026