

## PRIVACY POLICY

I am an independent social research consultant based in the UK. This privacy policy explains how I use any personal information I collect.

### WHAT PERSONAL INFORMATION DO I COLLECT?

I collect information about individuals when they consent to participating in surveys, focus groups and interviews that I run as part of my research projects; I may also collect publicly available contact information as part of occasional project-related stakeholder mapping exercises. I do not collect personal information through the website.

Any information gathered as part of primary research will be, unless otherwise stated, retained for a period of 12 months after the end of the research project for which it was gathered, after which it will be anonymised or deleted.

### HOW WILL I USE THE PERSONAL INFORMATION I HOLD?

I use information collected through primary research to help me to answer research questions. Anonymised data may be shared with my clients; if I ever want to share identifying data, I will explicitly ask for and gain your consent before doing so. I will never share your data beyond the project team (if I am working with others) and the client who has commissioned the research, unless you have agreed to be cited in the research.

### MARKETING

I will not send you any marketing communications.

### ACCESS TO YOUR INFORMATION AND CORRECTION

You have the right to request a copy of the information that I hold about you. If you would like a copy of some or all of your personal information, please email me at [MG@matildagosling.com](mailto:MG@matildagosling.com).

I want to make sure that your personal information is accurate and up to date. You may ask me to correct or remove information that you believe to be inaccurate.

### OTHER WEBSITES

My website may contain links to other websites. This privacy policy applies only to my own work; when you link to other websites you should read their own privacy policies.

### CHANGES TO MY PRIVACY POLICY

I keep my privacy policy under regular review and we will place any updates on this web page. This privacy policy was last updated on 16 April 2024.

### HOW TO CONTACT ME

Please contact me by email if you have any questions about my privacy policy or the information I hold about you: [MG@matildagosling.com](mailto:MG@matildagosling.com).