

THE WORLD OF DATA PROTECTION PREPARING FOR THE GDPR

THE GENERAL DATA PROTECTION REGULATION (GDPR) TAKES EFFECT FROM 25 MAY 2018
AND SIGNALS A NEW ERA FOR DATA PROTECTION.

As an MRS Company Partner we hold Fair Data™ accreditation. This is the only mark that allows companies to show best practice in data protection: we collect, store and manage Personal Data in an unbiased and secure way, and we only use it for purposes that we have informed subjects about and sought consent for.

This means we already operate according to most of the future GDPR requirements. And we have undertaken an information audit, which has identified the following steps that we are now taking to achieve full compliance:

- We are designing a GDPR impact assessment, to be conducted at the start of each research project involving the handling of Personal Data. This will establish the legal basis for our processing any Personal Data, and will identify the areas of greatest risk and how to mitigate against these, following the principles of ‘privacy by design and default’
- We are creating a mechanism to track and record Personal Data flows on each project, to ensure its secure transmission and storage; and to ensure data anonymisation (or pseudonymisation) as early as possible in the project timeline
- Our respondent recruitment materials and online privacy notices are being updated to ensure we can provide respondents with the information required to achieve informed consent in a concise, transparent, intelligible and easily accessible way, and that this consent is documented consistently
- Our contracts and service level agreements with clients and suppliers will be updated to include:
 - Mandatory GDPR clauses, including text on joint liability for Personal Data security
 - Agreement between data controllers and processors as to all Personal Data flows
 - Agreement as to the uses to which Personal Data (e.g. videos of focus groups) may be put
 - Where customer databases are to be provided by a client for research without explicit customer consent, confirmation that the client’s privacy notice includes research activities as a legitimate interest
- Our policies regarding subject access requests, the right to be forgotten and data breaches will be updated to ensure compliance with the new timescales stipulated in the GDPR
- We do not currently process personal data outside of the EU, but we will continue to monitor guidance as to the impact of Brexit upon the legislative framework in the UK
- Finally, internal training will be updated and delivered before going live, to ensure that all staff are clear as to their responsibilities under the new requirements

Together these measures will mean you can continue to trust us to handle your data responsibly and ethically.



BREAKING BLUE