

LUCIDTALK LIMITED – DATA PRIVACY POLICY

PRIVACY

This is a privacy policy for LucidTalk Limited. Our homepage on the Web is located at:
<https://lucidtalk.co.uk/>

We invite you to contact us if you have questions about this policy. You may contact us by mail at the following address:

LUCIDTALK LIMITED,
Unit 12,
Catalyst-Innovation centre,
Queens Road,
Queens Island,
Belfast
BT3 9DT

You may contact us by e-mail at: info@lucidtalk.co.uk
You may call us at: +44 (0) 28 90 737800 or 07711 450545

DATA COLLECTION AND USE

LucidTalk Limited aims to meet, and does meet, 'P3P' standards (the 'Platform for Privacy Preferences Project') on data privacy. We are the sole owner of any information we collect. We never sell, share, or rent this information unless we first disclose the fact in this privacy statement. We collect data in the following ways:

LucidTalk Online NI Opinion Panel

At your option, we collect your gender, age-group, occupation group, political grouping, nationality grouping, residence area within Northern Ireland, and email. We do not collect your name, postal address or any other information about you. This information is used for demographic analyses by demographic group – anonymously and as part of a collective view so that no individual, or group of individuals can be identified. As per Market Research standards and regulations, any identification, email, and other demographic information, is stored separately on our systems, and can't be linked to any specific survey-poll answers, and/or any results or data recorded via any poll-survey project. All information recorded is treated as confidential in compliance with United Kingdom and Ireland Data Protection law, and will not be passed onto any other party.

Online Polls

LucidTalk as part of their business hosts and runs Online Polls and Surveys. The data you provide in response to questions asked as part of these poll-surveys will be retained by LucidTalk in accordance with the provisions of the Data Protection Act 1998 and related legislation.

Stay Informed – Our monthly EZines and other communications

We ask only for your email address if you subscribe to our email newsletters. We use this information to contact you about LucidTalk and its products and services, and to provide interesting information about the latest polls and research from the UK, Ireland and internationally.

Feedback and Comments

To send us a message using our feedback forms we collect your name, email address and comments. This data will be used by ourselves and our agents for contacting you.

In addition, we may also ask you for your contact details such as your email address. By entering your contact details, you agree to receive communications from us, from which you can opt-out using the "unsubscribe" link in each and any email or communication we send. We will not share your details with anyone outside LucidTalk Limited.

If you wish to participate in an LucidTalk Online Poll-Survey, or make use of a Q&A Informational Site, in addition to your answers, we collect your Internet Protocol (IP) address. This data will be used to help validate the results and help prevent multiple entries from individuals. Where specified some of LucidTalk's Poll-Surveys are run as 'One Person - One Poll-Surveys' i.e. one vote/survey per device (laptop, tablet, smartphone etc.) - if a second 'vote' is attempted from the same device it will immediately display a message that it is blocked. In addition, our systems track IP addresses, pseudo email addresses, and will reject any possible 'double votes'. In addition to this a cookie will be placed on your system after participating in an LucidTalk Online Poll-Survey or Q&A Informational Site. No identifiable information will be stored in this cookie. If you wish to participate in a LucidTalk Online Poll-Survey or Q&A Informational Site, in addition to your answers, we collect your Internet Protocol (IP) address.

Log Files and Statistics

We use IP addresses, URI's of requested resources, timestamps and HTTP user-agents to analyse trends, administer the system, and gather broad demographic information for aggregate use.

WEB BEACONS AND TRACKING LINKS

LucidTalk Limited uses Web beacons (also known as pixel tags and clean GIFs). These involve graphics that are not apparent to the user, and which do not provide us with any data about individuals. Tracking links and/or similar technologies consist of a few lines of programming code and can be embedded in our websites. In conjunction with cookies, these are primarily used for statistical analysis purposes. This technology can also be used for tracking traffic patterns on websites, as well as finding out if an e-mail has been received and opened and to see if there has been any response.

Our website provides Social Plug-ins of Facebook.com. When you visit one of our sites with Social Plug-ins (recognizable by a white F on a blue tile or a thumb up sign) your browser establishes a direct connection to the servers of Facebook. The content of the Plug-in will be transferred to your browser and implemented into the website. The information that you visit our website is now transferred to Facebook. If you are logged on in Facebook during the visit on our website, Facebook adds this information to your Facebook profile. If you are interacting with one of the Social Plug-ins, e.g. make a comment, this information will also be transferred to Facebook. In addition, other personal information as your IP address, Browser and other parameter may be transferred to Facebook and stored there.

In case you do not wish such a data transfer, please log off in Facebook before you enter our website.

We cannot influence this data collection and data transfer by the Facebook Plug-ins. Please see Facebook's privacy statements for more information on the purpose and extent of data collection by Facebook, as well as how they further process and use your data there, and your related rights and setting options for protecting your privacy: (<http://www.facebook.com/privacy/explanation.php>). More information is also available at www.youonlinechoices.eu

LINKS

Our website shows links to other sites which we believe may be of interest to users of the LucidTalk web site. Please note that we are not responsible for the privacy practices of other sites: make sure you read their privacy statements if you are concerned about the information they are collecting about you. This statement only applies to our website.

SECURITY

We take every precaution to protect your details. When you submit sensitive information via the website, it is secure both on its way to us and once we receive it. For instance, our membership, NI Opinion Panel registration, and online LucidTalk Poll-Surveys use full SSL encryption technology. We also do everything in our power to protect your information once we have received it. Our staff can only access your details if they have a specific job to perform, such as dealing with a membership enquiry. They also have to keep up to date on our security and privacy practices. All LucidTalk servers that store personally identifiable information are kept in a secure environment.

TRANSFER OF YOUR INFORMATION OUTSIDE THE EUROPEAN UNION

No information stored or recorded by LucidTalk Limited is ever transferred outside of the European Union.

CORRECTING/UPDATING INFORMATION

We recognise that details such as your post code or email address are bound to change over time. We will do what we can to ensure that you can change the information we hold about you.

OPTING OUT/UNSUBSCRIBING

If you have signed up for emails from LucidTalk Limited and/or have joined/registered and become a member of the LucidTalk NI Opinion Panel, but want to de-register or stop us getting in touch, you can opt out by following the "unsubscribe" instructions at the foot of EVERY email, poll-survey, or communication we send.

NOTIFICATION OF CHANGES

If we change our privacy policy, we shall post a link to those changes on our homepage so that you always know what information we collect, how we use it and under what circumstances, if any, we disclose it.

When we collect information from you, we tell you what we intend to do with it; if we later want to use that information for a different purpose, we shall first send you an email setting out our plans - and it will be up to you whether or not we do so.

If you have a query about this privacy policy, or any communication from LucidTalk, or about any aspect of LucidTalk's products and services then please contact: info@lucidtalk.co.uk or go to lucidtalk.co.uk.

LucidTalk is a member of all recognised professional Polling and Market Research organisations, including the UK Market Research Society (UK-MRS), the British Polling Council (BPC), and ESOMAR (European Society of Market Research Organisations). The BPC are the UK professional body ensuring professional Polling and Market Research standards, and all polling, research, sampling, methodologies used, and results and reports production, for this project, are, and have been, carried out to the professional standards laid down by the BPC and AIMRO (Association of Irish Market Research Organisations).