

1. Who we are

Empirica Research & Consulting Ltd is a company registered in the UK (Company number **SC861752**).

Registered office: 73 Stirling Business Centre, Wellgreen Place, Stirling, United Kingdom, FK8 2DZ

Website: www.empiricaresearchconsulting.co.uk

2. The information we collect

We may collect and process the following information about you:

- **Identity information** – such as your name and title.
- **Contact information** – such as your email address, phone number and organisation.
- **Professional information** – including your role, area of work or research interests.
- **Research information** – for example, responses to surveys, interview transcripts, or focus group notes, if you take part in research we conduct.
- **Website usage information** – including your IP address, browser type and pages visited, collected via cookies or analytics tools.
- **Marketing preferences** – including whether you have opted to receive updates from us.
- **Any other information you provide voluntarily** – such as through our contact form or when you correspond with us directly.

We do not collect sensitive personal data unless it is relevant to a specific research project and you have provided explicit consent.

3. How we use your information

We use your personal data for the following purposes:

- To respond to your enquiries and provide information about our services.
- To carry out research, consultancy, and evaluation projects.
- To manage and maintain our business operations.
- To send occasional updates or newsletters where you have consented to receive them.
- To comply with legal or regulatory obligations.

We only process your personal data when we have a lawful basis to do so, such as:

- **Performance of a contract** – where processing is necessary to deliver our services.
- **Legitimate interests** – such as maintaining our business operations or improving our services.
- **Consent** – where you have clearly agreed to the processing (for example, for marketing communications or participation in a research study).
- **Legal obligation** – when processing is necessary to comply with the law.

4. Cookies and website analytics

Our website uses cookies to help us understand how visitors use it and to improve your experience. You can choose to accept or decline cookies when you visit our site.

We use Google Analytics to collect anonymous data such as page visits and time spent on our site. No personally identifiable information is collected through this.

5. Sharing your data

We will only share your information when necessary and always with appropriate safeguards in place. This may include sharing with:

- Clients, where required as part of contracted research or consultancy work, and always in accordance with relevant data-sharing agreements.
- Regulators or public authorities where we are legally required to do so.
- Other third parties with your explicit consent.

We will never sell your personal data.

7. Data retention

We keep personal data only for as long as is necessary for the purposes it was collected, or as required by law. For research projects, retention periods are defined in the project documentation and participant information sheets. Once data are no longer needed, they will be securely deleted or anonymised.

8. Your rights

Under the UK General Data Protection Regulation, you have the right to:

- Be informed about how your data are used.
- Request access to the personal data we hold about you.
- Ask for inaccurate or incomplete data to be corrected.
- Request the deletion of your data (“the right to be forgotten”).
- Restrict or object to our processing of your data in certain circumstances.
- Request the transfer of your data to another organisation (data portability).

To exercise any of these rights, please contact us at [insert contact email].

If you are unhappy with how we have handled your personal information, you have the right to complain to the **Information Commissioner’s Office (ICO)**:

www.ico.org.uk

9. How we protect your data

We take appropriate technical and organisational measures to safeguard personal data from unauthorised access, loss, or misuse. These measures include secure servers, restricted access, and staff training in data protection and confidentiality.

10. Updates to this policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. Any updates will appear on this page with a new “last updated” date.