Member research panel

Terms and conditions

Privacy statement

Jisc endeavours to take all steps to protect the privacy and information of panel members. Jisc is committed to meeting the requirements of the following laws and codes:

- The EU General Data Protection Regulation (GDPR)
- Data Protection Act 2018 which will enact GDPR requirements
- Market Research Society’s (MRS) Code of Conduct
- ICC/ESOMAR (European Society for Opinion and Marketing Research) International Code on Market and Social Research

Jisc will not aim to use the member panel to sell or promote anything. We conduct market research using scientific methods and we commit, in obtaining panel members’ co-operation, not to mislead participants about the nature of the research or how the findings will be used. All responses will be treated as confidential unless panel members are explicitly asked and consent to being identified.

Research invitations and requests

All invitations to panel members to participate in research will be sent by Jisc, from a @jisc.ac.uk email address.

In the context of the panel, members will only be contacted by Jisc for one of the following purposes:

- To invite them to participate in research
- To confirm the details of research they have agreed to take part in
- To conduct research with them
- To validate answers/views they gave in research we conducted (if they have consented to us doing so)
- To update and to ensure that our records of their personal information are correct (applicable to those consenting to being part of an ongoing community or panel)

Requests will be clear about the nature of the research, how the data will be used, and where possible anticipated time and effort commitments to participant.

Jisc staff will take every effort to use profiling information in the panel database to ensure panel members are only invited to participate in research appropriate and relevant to their role and institution.

All research invitations to panel members will include an option to discontinue membership of the panel and have all details removed from our records.
**Information we collect**

We will collect the following information from all new panel members: name, email address, job title, organisation and work area. This information will be kept on file in perpetuity until instructed by an individual panel member they wish to leave the panel and have their panel consent and associated information deleted. Every 12 months panel members will be asked to confirm and, if needed, amend the information we have on file for them.

Further information will be collected from panel members when they participate in specific research projects with us. The information we collect can contain your personal opinions as well as personal information such as name, occupation, email address, telephone number etc. Where relevant to the research being undertaken, we may collect business contact information, such as, company name, job title, and department.

Jisc will only collect and use personal information in accordance with this policy to the extent deemed reasonably necessary to serve our legitimate business purposes, and we will maintain appropriate safeguards to ensure the security, integrity, accuracy and privacy of the information panel members have provided.

Jisc makes reasonable efforts to keep personal information in its possession or control, which is used on an ongoing basis, accurate, complete, current and relevant, based on the most recent information available to us.

**How we use the information**

The personal information we collect from specific research projects is:

- Combined with the responses/views/opinions of others who participated in the same research and reported back anonymously to the client that commissioned the study in order to address the objectives that have been set for the research project.
- Used on an aggregated basis to determine which groups of people think certain things more than others.
- Occasionally used to re-contact panel members to validate your responses (if they have consented to us doing so).

All research responses are treated as confidential. Jisc will never intentionally disclose the personal information or individual research responses of panel members to the client that commissioned the study or any third parties unless:

- Request or consent from the individual panel members to sharing their identifying information and individual responses has been provided;
- In the rare but possible circumstance that the information is subject to disclosure pursuant to judicial or other government subpoenas, warrants, orders or for similar legal or regulatory requirements.

**Who we share the information with**

Jisc will not sell the personal information of panel members to third parties. From time to time we may employ other companies and individuals to perform functions on our behalf relating to the research we undertake. They will only have access to the relevant personal information needed to perform their functions but will not use it for other purposes. They must also process the personal information as set out in Jisc’s Privacy Policy and as permitted by the UK’s Data Protection Act/laws.

By participating in our research, member panel members consent to Jisc transferring their personally identifiable data to other companies within the EEA only for the purposes mentioned above. We shall endeavour to ensure that their personal information is kept confidential and secure.
Security

Access and use of the member panel is managed by the Jisc market research team. They ensure any research conducted using the member panel meets necessary defined, best practices, legislative & regulatory requirements relating to market research activity and is in accordance with Jisc’s data protection procedures.

Access rights

Panel members’ co-operation in any Jisc research is voluntary at all times.

Panel members are entitled to access the personal information we hold about them (which is known as a subject access request) and they have the right to update any incorrect information. Wherever reasonable and practical we will carry out such a request.

Panel members also have the right to end of membership of the member panel at any time and have their personal details erased. To do this, requests should be submitted in writing to the following email address: marketresearch@jisc.ac.uk

Opting out

When a member chooses to opt out of the panel, process is as follows:

- They can opt out by clicking ‘unsubscribe’ on any email from marketresearch@jisc.ac.uk relating to the panel
- Or, by referring to this guidance linked from the website, they may send an email with subject “UNSUBSCRIBE” to marketresearch@jisc.ac.uk
- Market research team members check marketresearch@jisc.ac.uk inbox daily. The team will remove all information relating to the panel from the specific member stored in Salesforce, and reply to the opt out email to confirm the request has been processed.

Queries

If panel members have any queries concerning this policy, their membership of the research panel, Jisc’s research, or would like to make a subject access request, they can contact the Jisc’s market research team on marketresearch@jisc.ac.uk.

By law panel members have certain rights over their personal data that we hold: to receive a copy of the data, to ask us to correct any errors, or to delete it once we no longer need it. To contact us regarding those rights, or anything else regarding the personal data, panel members can contact Jisc’s data protection officer, Mark Barrett, by email (dataprotection@jisc.ac.uk)

If panel members don’t feel we’ve dealt with their request appropriately, they can appeal to the Information Commissioner’s Office.