Privacy Notice – Culture Segments website quiz

This privacy notice tells you about the information we collect from you when you complete the Culture Segments 'Which segment are you?' quiz via our website. In collecting this information, we are acting as a data controller and, by law, we are required to provide you with information about us, about why and how we use your data, and about the rights you have over your data.

Who are we?

We are Morris Hargreaves McIntyre. Our address is Colony, 1 Silk Street, Ancoats, Manchester M4 6LZ. You can contact us by post at the above address, by email at hello@mhminsight.com or by telephone on +44 (0)161 839 3311.

We have chosen to appoint a data protection officer. Enquiries about our use of your personal data should be addressed to Data Protection Services (DPS) at the contact details above.

What personal data do we collect?

When you submit your response to the 'Which segment are you?' tool at http://mhm.co/signature-tools/culture-segments/survey/ to us, we ask you for your name, your email address and your organisation.

Why do we collect this information?

We will use your information for two purposes:

1. To send you an automated email, with more information about your results and an invitation to get in touch with us if you would like to know more. If you respond to this email, we will store your data so that we can send you this information.
2. To monitor against misuse of this online tool. It is not intended to be used for processing large data sets eg more than one person. If you need to find out the Culture Segment of more than one individual, please contact us to find out how we can help you.

What do we do with your information?

Your information is stored in a secure area of our website.

If you reply to our follow-up email, we will read your message and normally respond to you via email.

We may ask for your consent to retain your information in our CRM system in order to send you further information that we think may be of interest to you. Our Customer Relationship Management (CRM) system is hosted by Synergist. We have a contractual agreement with Synergist that commits them to providing an appropriate level of safeguards for your personal data. It is not sent outside of the European Economic Area (EEA).

We will not use the information to make any automated decisions that might affect you.

How long do we keep your information for?

Your enquiry is kept in our website system for up to one year.

If you reply to our email giving us explicit consent to send you marketing information on an ongoing basis, in which case we may keep it in our CRM system for as long as you continue to consent.

Your rights over your information

By law, you can ask us what information we hold about you, you can see it, and you can ask us to correct it if it is inaccurate.

You can also ask for it to be erased and you can ask for us to give you a copy of the information.

You can also ask us to stop using your information at any time, either by clicking the unsubscribe link at the end of any email communication, or by emailing, writing or telephoning us using the contact details above.

Your right to complain

If you have a complaint about our use of your information, you can contact the Information Commissioner's Office via their website at www.ico.org.uk/concerns or write to them at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF