

morph b2b ltd - data and privacy policy

Introduction

This is our data protection and privacy policy. It explains who we are, and why and how we process personal data. If you are the subject of any of the personal data that we process, this policy explains what rights you have, and how to get in touch with us if you wish to.

Who we are

morph is a trading name of morph b2b ltd. Our contact and other details are set out at the end of this policy. We are the controller in relation to the personal data processed in accordance with this policy, except where this policy explains otherwise.

In this policy "we", "us", and "our" refer to morph b2b Limited (morph).

This privacy policy applies where we are acting as a data controller for the personal data of any individual or group of individuals who use our service as a business seeking research services ("**Clients**") or conduct business with us as a supplier ("**Suppliers**") and or as participants in research ("**Participants**") and or between you, the visitor and user of this website and morph, the owner of this website.

What data we gather and why

We gather and use certain information about individuals in order to provide products and services and to enable certain functions on this website. We may collect data from you in the following circumstances:

- If you are a client of ours (or you work for a client of ours)
- If you interact with us via social media.
- If you provide goods or services (or if we are assessing your suitability to provide such goods or services) or you work for, or are agent for or otherwise represent, someone who supplies or is being considered as a supplier of goods or services to us or our clients.
- If you attend (or are invited to attend) an event organised by us (either on our own behalf or on behalf of a client)
- If you are a respondent to any survey, research, interview or other enquiry carried out by us
- If we wish to send you advertising, marketing or promotional material
- If you browse our website
- If you apply for a position with us

Website Data

Our website is hosted by WordPress (see www.wordpress.org.uk). We, via WordPress, collect information to better understand how visitors use this website and to present timely, relevant information to them. WordPress' privacy policy can be found [here](#)

Site Data may include your IP address, email address, browser type and version, location, source of referral, length of visit, pages you view, search queries you make and general use of our Site. We collect this in order to monitor, track and improve our Site and the services we provide. We may also use Site Data to engage with Clients and other visitors in the future, for example to market our services and/or provide information to them by email or otherwise.

Client Data

We collect client data to enable us to provide, and to manage and administrate the provision of, the relevant services by us to you or the person that you work for, and to communicate with you in relation to the provision of services concerned. In the course of providing our services, we may share relevant information with third parties to the extent necessary to facilitate the provision of the relevant services to you or the person that you work for. For example, if we are engaging a third party to provide goods or services in relation to our provision of services to you, we may share your contact details with them if that is necessary to facilitate communications between you and them as part of service provision. Information we collect includes;

Your name.

Who you work for (if applicable).

Your address, phone number, email address or other contact details (these details may relate to your work or to you personally, depending on the nature of our relationship with you or the person that you work for).

Bank account or other financial details

Personal description and photograph

Any other information relating to you that is included in any communications between us and you or anyone you work with in the course of provision of the services.

Suppliers and Businesses we are considering as suppliers.

We may process information relating to you to enable us, our clients or other suppliers of ours or our clients to manage and administer the provision of goods or services by you or the person that you work for and to communicate with you and our client in relation to that provision. This may include processing any information necessary to enable us to provide or arrange any facilities, resources, travel, accommodation, insurance or anything else necessary to enable or assist you to provide goods or services to us or our clients. Data we may collect includes:

Name

Contact details (name, address, email address, phone number)

Communications sent or received

Goods or services purchased and/or delivered

Other personal details relevant to your involvement in the services being provided (for example, your CV if you are talent who is contracting to provide services)

Professional or other accreditation details.

Passport details.

Age verification details.

Bank account or other financial details.

Details relevant to hospitality being organised or provided (e.g. dietary requirements).

Details relevant to travel or other facilities being organised or provided in order to assist you in providing the goods or services

Consent forms (where relevant to events or other activities in which the data subject is participating).

Images of you.

Participant (Respondent) Data

We may collect personal information from you as part of surveys or other research carried out by us. In that case we, or our partners, will provide you at the time with more detailed information about how we will process the personal information concerned (and the processing of your personal data may be subject to a more specific policy which will be provided to you at the time).

Information collected from you as part of a survey or research will normally not be disclosed to a third party without your prior consent, and any relevant disclosures will be explained to you in advance. Otherwise, disclosures will only be made in accordance with this policy (see other

disclosures we may make, below) or with the relevant policy that is provided to you prior to the relevant information being collected from you. Examples of data we collect are:

Name.

Contact details (email address, phone number, address).

Other personal details relevant to the market research being conducted.

Age verification details.

Consent forms (where relevant to market research in which the data subject is participating).

Audio recordings of telephone surveys.

Video recordings of focus groups and face-to-face surveys

IP addresses of online respondents

Other information dependent on the survey or research – this will be communicated to you at the time.

Special categories of personal data relating to you may be processed where this forms part of the market research being conducted and you have consented

Direct Marketing and Advertising

We may process your individual contact details in order to send you direct marketing material in order to promote our services. We may combine this with other information we obtain about the things you are interested in and that are relevant to the services provided by us (for example, when you browse our website and view particular content) in order to help us ensure that marketing material that we send you is relevant to what you are interested in. This may include:

Name

Job function; department.

Work contact details (email address, phone number, address).

Personal contact details (email address, phone number, home address).

Events to which invited or which are attended.

Communications sent or received.

Use of website (e.g. tracking data from WordPress)

Staff and applicant Data

Applicant data includes information needed for the job application process. If successful we process data needed for employment purposes (HR, Payroll etc.).

Information we disclose

We are permitted to disclose your information in the following cases:

- If we want to sell our business, or our company, we can disclose it to the potential buyer.
- We can disclose it if we have a legal obligation to do so, or in order to protect other people's property, safety or rights.
- We can exchange information with others to protect against fraud, credit risks, or other similar business risks where it is in our or your vital interests to do so.

We use third parties to store personal data, such as WordPress ("Third Party Data Partners"). Where any of your data is required for such a purpose, we will take all reasonable steps to ensure that your data will be handled safely, securely, and in accordance with your rights, our obligations, and the obligations of the Third Party Data Partners under GDPR and the law. However, we cannot control the data protection policies of Third Party Data Partners.

International Transfers of Data outside the European Economic Area (“EEA”)

The information storage facilities of our web hosting services, and of some of our Third Party Data Partners are located outside of the EEA, such as in the US.

Whilst we make all reasonable efforts to ensure our Third Party Data Partners comply with the standards of the [GDPR](#), you acknowledge that we cannot control use of such personal data beyond our reasonable control.

Cookies and how we use them

We may use cookies to:

- Analyse our web traffic using an analytics package. Aggregated usage data helps us improve the website structure, design, content and functions.
- Identify whether you are signed into our website. A cookie allows us to check whether you are signed into the site.
- Test content on our website.
- Store information about your preferences. The website can then present you with information you will find more relevant and interesting.
- To recognise when you return to our website. We may show your relevant content or provide functionality you used previously.

Cookies do not provide us with access to your computer or any information about you, other than that which you choose to share with us.

Your rights

Under data protection law, you have certain rights. Your rights depend on our reason for processing your personal information.

- You may request access to the personal data concerned
- You may request that incorrect personal data that we are processing be rectified.
- In certain circumstances (normally where the personal data has been provided by you and it is no longer necessary for us to continue to process it), you may be entitled to request that we erase the personal data concerned.
- Where we are processing personal data relating to you on the basis of your prior consent to that processing, you may withdraw your consent at any time, after which we shall stop the processing concerned.

How to withdraw your consent to processing

You can withdraw your consent to any relevant processing of personal data and/or exercise your right of access to your personal data by writing to us at the address below.

Contact: The Data Protection Officer

Updates to this policy

Any changes we make to our privacy policy in the future will be posted on this page. Please check back frequently to see any updates or changes to our privacy policy.

Date of this policy

This policy was last updated in December 2020

You are deemed to have accepted the terms of the privacy policy on your first use of the website following the changes. If you have any questions about this policy, please email kate.anderson@morphb2b.com or write to our registered office (see below).

This privacy policy applies only to the actions of morph b2b ltd and users with respect to this website. It does not extend to any websites that can be accessed from this website including, but not limited to, any links on this website to other (social media) websites.

Contact Address and company details

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Company reg number: 13052313