

PA Consulting Services Limited

Privacy notice - for research participants

Last Updated: 15 April 2025

This privacy notice explains how we handle your personal information when you take part in one of our research projects, outlining what you can expect from us.

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Contact details

- researchops@paconsulting.com
- Human Insights, Research Operations, PA Consulting Services Limited, 10 Bressenden Place, London SW1E 5DN, England.

What information we collect and use, and why

We collect or use the following types of personal information as part of research and insight services that PA is carrying out for our clients:

Categories of Personal Data

The Personal Data Processed falls within the following categories of data:

Personal Information

- Name (first name, surname)

- Gender (male, female, Mr, Mrs, Miss, Ms, I identify in another way)
- Age (brackets)
- Email address
- Marital status
- Life-stage (e.g. a student, retired etc.)
- Family status (incl. no. and age of children)
- Industry worked in
- Income (brackets)
- Country and region of residence (including postcode)
- Personal photographs or video images
- Other personal information: economic, cultural or social e.g. personal habits, dietary requirements or preferences
- Attitudinal and Behavioral Information (claimed)
- Thoughts and opinions collected in the form of open-ended online responses or live, moderated interactions
- Thoughts and opinions on end-client / research topic area

Sensitive data (if appropriate)

We may also collect the following information for research PA is carrying out for our client, also known as Sensitive Personal Data (SPD):

- Bank account details (for the purposes paying a small discretionary incentive for your participation in the research)
- Health (including disabilities and accessibility needs)
- Sexuality
- Racial or ethnic origin
- Religious belief
- Political views

Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible lawful bases in the UK GDPR. You can find out more about lawful bases on the [ICO’s website here](#).

Which lawful basis we rely on may affect your data protection rights which are in brief set out below. You can find out more about your data protection rights and the exemptions which may apply on the ICO's website:

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [You can read more about this right here.](#)
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [You can read more about this right here.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal information when it is no longer needed. [You can read more about this right here.](#)
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [You can read more about this right here.](#)
- **Your right to object to processing** - You have the right to object to the processing of your personal data in certain circumstances. [You can read more about this right here.](#)
- **Your right to data portability** – When we use consent or a contract as our lawful basis, you have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [You can read more about this right here.](#)
- **Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [You can read more about this right here.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information as part of research PA is carrying out are:

- **Consent** - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time; and
- **Legal obligation** (in respect of your bank account information for paying an incentive payment) – processing your personal data is necessary to enable us to provide the incentive payment while ensuring financial accuracy and security and so we can meet our financial record keeping and reporting obligations.
- **Contract** – (in respect of your image if you have signed an image release agreement) - PA and PA's client may use video, audio and photographic images of you in accordance with this privacy notice and any image release agreement signed by you as part of the research project onboarding process.

Where we get personal information from

We collect your information from the following places:

- Directly from you (in the form of face to face or remote research sessions, or online activities you've consented to participate in); and
- Photographs, and video and audio recordings of interviews that you participate in.

How long we keep information

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and

whether we can achieve those purposes through other means, and the applicable legal requirements.

Where we pay a research incentive payment to you, by law we keep basic information about you including your contact name and a record of the bank transaction for ten years after the transaction was made. Your bank details will only be used to process the payment and will not be shared with third parties unless required by financial regulations or fraud prevention measures.

Where we have entered into an image release agreement with you, that agreement will explain how long we keep your images and basic contact information about you, should you need to contact us in relation to those images.

All other personal information that we collect from you will be deleted from our systems within 12 weeks from the date the research project that you are participating in has ended, or, in the case of automatically generated electronic back-ups, information will be held securely in an inaccessible format until the back-up copies are securely destroyed according to our standard document retention policy which is ten years.

We may anonymise your personal data (so that it can no longer be associated with you) in which case we may use this information indefinitely without further notice to you.

Who we share information with

We use the following data processors for the following reasons:

PA Consulting Group

Companies within the wider PA Consulting Group provide personnel to PA Consulting Services Limited to set up and administer the research. They also provide IT and system administration services and other professional services such as legal support.

The PA Consulting Group is made up of the companies listed at <https://www.paconsulting.com/about/legal/pa-consulting-group-companies-details>.

Cloud computing and IT system providers

PA engages Microsoft Corporation and other IT system and service providers to provide cloud computing storage, processing, office apps, and other IT and system administration services.

PA engages Recollective and other qualitative research platform and analytics service providers in order to facilitate research projects.

PA's contractors

PA may engage contractors to carry out research and insight services on PA's behalf.

Our clients

We may share your personal data with our client. For instance, our client might observe a live or recorded research study you participated in, where PA controls the client's access to your personal data.

In cases where the client decides how to process your personal data, we will give you the client's privacy notice during the onboarding process. In these instances, the client's privacy notice will apply instead.

Sharing information outside of the UK

Where necessary, we may transfer personal information outside of the UK. When doing so, we comply with the UK GDPR, making sure appropriate safeguards are in place.

For further information or to obtain a copy of the appropriate safeguards for any of these transfers, please contact at researchchops@paconsulting.com

How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us at researchops@paconsulting.com or privacy@paconsulting.com.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

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

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>