

Tone Product Design Participant Privacy Policy

Introduction

At Tone Product Design, we are committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, and safeguard your personal data in relation to any research we might undertake. We comply with the General Data Protection Regulation (GDPR) and other relevant data protection laws.

Data Controller

Tone Product Design is the data controller responsible for your personal data. Our contact details are:

Tone Product Design

Address: Somerset House, Strand, United Kingdom, WC2R 1LA

Email: studio@tone.design

Phone: 020 8191 7379

What Data We Collect

We may collect the following types of personal data from participants:

- **Contact Information:** Name, email address, phone number, address
- **Demographic Information:** Age, gender, occupation, work experience
- **Interview Data:** Audio and/or video recordings of interviews, notes taken during interviews
- **Feedback and Responses:** Opinions, experiences, and other information shared during research

Purpose of Data Collection

We collect and process your data for the following purposes:

- To conduct and facilitate product design research.
- To analyse and improve the usability of products and services in development
- To contact you for further information or clarification if needed.

Legal Basis for Processing

The primary legal basis for processing your personal data is your consent. By participating in any research or signing the consent forms, you consent to the collection and use of your data as described in this Privacy Policy and any information sheets or signed consent forms.

We may process your data on the basis of legitimate consent for the purposes of recruitment, if we think that a research opportunity would be of particular interest to you. We provide the ability for you to opt-out of any such processing or communication by emailing studio@tone.design.

How We Use Your Data

Your data will be used solely for the purposes of conducting the research. We will not use your data for any other purposes without your explicit consent.

Data Sharing

We may share your data with the following third parties, who we have separate contracts and obligations for confidentiality in place with, and who are also required to comply with GDPR:

- **Recruitment Company:** For the purpose of participant recruitment, the name of which will be outlined in the information sheet or screener questionnaire
- **Research Company:** We might employ the support of a separate research company to conduct research on our behalf. This would be to manage user research activities that you might wish to be involved in. In which case the name of this company will be outlined in the information sheet or screener questionnaire.
- **Specialist Facility:** To help schedule and organise the research logistics, and to record audio and video where relevant, the name of which will be outlined in the information sheet or screener questionnaire.
- **Client:** The client, for the analysis of study data only, as explained in the participant information sheet or in other communication.
- **Cloud Software Providers:** Data is stored securely on our cloud based server system and cloud based software solutions.

We will not share your data with any other third parties unless required by law.

Data Security

We implement appropriate technical and organizational measures to ensure the security of your data, including:

- Secure storage of physical and digital data.

- Access controls to restrict data access to authorized personnel only.
- Encryption of sensitive data where applicable.
- 2 factor authentication and password-protected accounts.
- Secure transfer of information, including password-protected files and transfers

Your data will be stored on servers based in the UK or European Economic Area and will not be transferred outside the EEA without adequate safeguards in place.

In the event of a data breach, we will inform affected participants promptly and take all necessary steps in accordance with GDPR.

We do not use automated decision-making in the processing of your data.

Data Retention

We will retain your personal data only for as long as necessary to fulfil the purposes or the research. Where possible, data may be anonymized to ensure privacy and compliance with GDPR when used for analysis, and reporting the results of the research. After the research is completed and the data is no longer needed, we will securely delete or anonymize your data.

Your Rights

You have the following rights regarding your personal data:

- **Access:** You have the right to request access to your data.
- **Rectification:** You have the right to request correction of any inaccuracies in your data.
- **Erasure:** You have the right to request deletion of your data.
- **Restriction:** You have the right to request restriction of processing.
- **Data Portability:** You have the right to request your data in a structured, commonly used format.
- **Objection:** You have the right to object to the processing of your data.

You have the right to withdraw your consent at any time and to stop participating in any research. You do not need a reason to do so, and in this case we will promptly erase your personal data and instruct any third parties to do the same. In order to withdraw your consent, please email studio@tone.design.

To exercise any of these rights, please contact us using the contact details provided above.

Changes to this Privacy Policy

We may update this Privacy Policy from time to time.

Any changes will be posted on our website and will take effect immediately upon posting.

Making a Complaint

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice. 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

<https://www.ico.org.uk/>