# Jigsaw Research Privacy and Cookies Policy

**What information do we collect about you?**

Jigsaw Research Limited is committed to protecting your privacy.

This policy sets out the basis on which any personal data collected about you, or that you provide to us on [www.jigsaw-research.co.uk](http://www.jigsaw-research.co.uk), will be processed by us.

We collect and process the following data on our site:

* Any information you may provide by filling in forms on our site
* If you contact us, we may keep a copy of that correspondence
* We may ask you to complete surveys that we use for research purposes
* Visits to our site including, but not limited to, traffic data, location data and other communication data
* IP addresses – we may collect information about your computer. This is used to generate data about our users browsing actions and patterns.

**Where we store your personal data**

The data we collect from you is generally stored and processed within the European Economic Area (“EEA”). Where we need to transfer your information outside of the EEA we only do so to countries which have been determined by the European Commission to have an adequate level of data protection.

**How we will use the information you provide?**

We are required by law to explain the legal basis for using your personal data and list these below. The legal basis in each case is that we have your consent for the use of your personal data, or that the use of your personal data is necessary for our (or third parties’) legitimate interests. Where we do use your personal data with your consent, you have the right to withdraw your consent at any time. We use your data:

* To ensure that content from our site is presented in the most effective manner for you and your computer. This is based on our legitimate interest in ensuring that our site is presented to you in the most effective way possible.
* To notify you about changes to our service. This is based on our legitimate interest in keeping you informed about changes to our services.
* To provide you with information about services which may be of interest to you. This is based on our legitimate interest in providing you with information about our services.

**How do we ensure your personal information is held securely?**

Jigsaw Research takes reasonable steps to keep your personal data secure. Every reasonable precaution is taken to ensure your information is protected from loss, theft or misuse. These precautions include appropriate physical security of our offices, controlled access to computer systems and use of secure, encrypted internet connections when collecting personal data.

Despite our precautions however, no data transmission over the internet can be guaranteed to be 100% secure. Whilst we strive to protect your information we cannot guarantee the security of the data transmitted to our site and any transmission is at your own risk.

**How long will we keep the information you provide?**

We will only hold your personal information for as long as necessary. The length of time we hold your personal information varies depending upon the type of information and its use, including the purposes for which we are using the information, the amount and sensitivity of the information and our legal and regulatory obligations.

**How you can get access to your information and / or correct it?**

You have the right to ask us not to process your personal data for marketing purposes. Jigsaw Research can also provide you with a copy of what we hold on you before it is securely deleted. Should you want it amended or deleted earlier or have any questions about how the data will be used please contact us by email sent to [datasecurity@jigsaw-research.co.uk](mailto:datasecurity@jigsaw-research.co.uk). Alternatively, please contact the Managing Director, Sue van Meeteren, on svanmeeteren@jigsaw-research.co.uk.

If you wish to raise a complaint on how we have handled your personal data, you can contact us directly on the email above and should you not be satisfied with our response you can complain to the Information Commissioner’s Office (ICO) (www.ico.org.uk).

**Cookies**

Our site uses cookies to distinguish you from other users of our website and to remember you between visits. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer’s hard drive.

The cookies we use are analytical cookies used by the following external services:

* Google Analytics
* Visual Visitor

These services allow us to recognise and count the number of visitors and to see how visitors move around the site when they are using it. This helps us to improve the way our site works.

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies you may not be able to access all or parts of our site.