



smith+co privacy policy

This privacy policy sets out how smith+co uses and protects the information that you provide when you complete this survey.

smith+co is registered with the Information Commissioner's Office and operates in accordance with the Data Protection Act 1998. We are committed to ensuring that your privacy is protected. When you respond to this survey, you can be assured that your information will only be used in accordance with this privacy statement.

smith+co may occasionally make changes to this policy by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 1 January 2008

What we collect

smith+co is a customer experience consultancy. As such, we are regularly asked by companies to conduct surveys on their behalf in order to help them better understand their customers' needs and provide them with a better service and products. For each survey, the company who commissions the survey will be clearly identified, along with the name of a representative and their contact details should you wish to contact them direct.

What we do with the information we gather

smith+co will collect all responses and analyse the data in aggregate. The results of this analysis will be passed on to the commissioning company.

Controlling your personal information

Once the data has been analysed, all individual responses and personal data will be destroyed. No personal details will be passed on to the commissioning company, nor will any of the data that we provide to that company be attributable to any individual, unless an individual gives an express wish for us to do so. We, nor the commissioning company, will make any further contact with any individual who completes the survey, unless that individual indicates otherwise, by ticking the 'check' box on the survey.

Security

We are committed to ensuring that your information is secure. To this extent, we ensure that our survey software provider, Question Pro, operates to the same stringent privacy regulations as smith+co. In order to prevent unauthorised access or disclosure, QuestionPro have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online. Their privacy policy is available by clicking on the link in the survey

If you have any concerns or comments, please contact:

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