Bsquared Website Security and Privacy Policy (in effect until 24th May 2018)

Respondent privacy

Bsquared Consulting will observe the confidentiality of all respondents participating in research studies. Respondent information will only be used for legitimate research purposes. If you participate in one of our surveys, we may request certain personally identifiable information. Participation in these surveys is completely voluntary and you, therefore, have a choice whether or not to disclose this information. We request this information as a unit of analysis. In any reports prepared, no information will be included that will make it possible to identify a particular respondent, unless approved by the respondent themselves. Respondent information is the sole property of Bsquared Consulting and our clients, and will only be used for business activities related to survey research. Our clients in turn must agree to maintain the confidentiality of information provided to them, and may not disclose this information to any other party, or use the information for any other purpose.

Secure online survey delivery

All surveys run by Bsquared Consulting are built on Snap Surveys Webhost software.

Snap WebHost is the online questionnaire delivery, analysis and reporting service operated by Snap Surveys (http://www.snapsurveys.com/). Security levels are maintained both for the service itself, for the platform it is running on, and for the backup and support services behind it.

Data security is a top priority and is not optional. The security package is standard on all new accounts, and comprises:

- ISO/IEC 27001 certified
- SAS 70 / SSAE 16 certified data centres
- UK(EU) and US data centres
- Secure (https / SSL), encrypted questionnaire and report delivery
- Data encrypted at rest
- Permanent malware scanning
- Latest security updates applied
- Daily vulnerability scan
- Daily backups
- Optional questionnaire login ID / password

If you are interesting in further information about the security and accessibility policy of our research partner Snap Surveys, please follow this link https://www.snapsurveys.com/survey-software/security-accessibility-and-professional-outline/

Snap Surveys Corporate Professional and Commercial "Best Practice" Bodies

- ISO/IEC 27001:2005 Information technology, Security techniques, Information security management systems certification

- ISO 9001:2008 quality certification (the International Kitemark for Quality Control, Management and Customer focus)
- ISO 20252 market research processes certification (international standard for the Market Research Industry)
- Corporate member of the Association for Survey Computing
- Founding Member of the Triple-S Group
- Individual staff Members and Fellows of the British Computer Society
- Individual staff Associate and Full Members of the Market Research Society
- Corporate member of the Market Research Association
- Corporate member of the American Marketing Association
- Corporate member Marketing Research Association
- Corporate member Council of American Survey Research Organizations
- Corporate member American Public Health Association
- Better Business Bureau Accredited Business
- Registered supplier to the US Government under the GSA Schedule
- TRUSTe certified
- US/EU Safe Harbor compliant

Client privacy

Bsquared Consulting is committed to protecting the confidentiality of our clients' business activities. We will not collect any personal information from you that you do not volunteer, and we are the sole owner of all information collected. We do not sell, share, or rent this information to others.

Obtaining your consent

By using our website, you give Bsquared Consulting permission to collect information about the pages served to you as an anonymous user for the purpose of calculating aggregate site statistics.

How we protect your personal data

Our privacy policy explains how we process your personal data and what we use it for.

Information collection and use

We collect information from our users when they register to download information products or services, or when they request a consulting service. Bsquared Consulting is the sole owner of the personal information collected from this site and our other website properties.

Sharing and usage

We will never share, sell, or rent individual personal information with anyone without your advance permission or unless ordered by a court of law. Information submitted to us is only available to employees managing this information for purposes of contacting you or sending you emails based on your request for information and to contracted service providers for purposes of providing services agreed with you.

Information product download

In order to download our free information products, users have to complete an online registration form. During registration a user is required to give contact information (such as name and email address). This information is used to contact the user about the services on our site for which they have expressed an interest.

Why did you receive an email from us?

If you received a mailing from us. (a) your email address is either listed with us as someone who has expressly shared this address for the purpose of receiving information in the future("opt-in"), or (b) you have registered or purchased or otherwise have an existing relationship with us. We respect your time and attention by controlling the frequency of our mailings.

From time-to-time we send out marketing emails to individuals in organisations using their company email address obtained from data provided by legitimate sources. When we send out unsolicited emails of this kind we always provide transparent information about our company with an immediate and easy way to subscribe. If you have received an email of this kind from us, this is because we believe that your organisation would benefit from our services.

How can you stop receiving email from us?

Each email sent contains an easy way for you to cease receiving email from us, or to change your expressed interests. If you wish to do this, simply follow the instructions at the end of any email, or contact our office on +44 (0)203 747 9795.

Cookies

A cookie is a small text file written to a user's hard drive that contains the User ID. The cookies do not contain any personal information about users. The use of cookies is now widespread. The reason we use cookies is to save our users time on the site (so users do not have to log in with a password more than once). If a user sets up their browser to reject the cookie, he or she may still use the site although functionality will be impaired.

Cookies and web beacons

To ensure that our web site is well managed and to facilitate improved navigation within the site, we or our service provider(s) may use cookies (small text files stored in a user's browser) or web beacons (electronic images that allow the web site to count visitors who have accessed a particular page and to access certain cookies) to collect aggregate data. We may use such devices to track information on our systems and identify categories of visitors by items such as IP address, domain, browser type and pages visited. This information is reported to our webmasters who use the information to analyse the number of visitors to different areas of the site and to make sure that our web site is serving as a useful, effective information source.

Neither cookies nor web beacons collect personal information such as your name or email address. Cookies can be rejected (see your Microsoft help file); however, under specific circumstances, visitors may be denied access to some parts of our site if their browsers reject cookies.

Cookies for Google Analytics

We may collect information about your computer, including your IP address, operating system and browser type, for system administration and in order to create reports. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.
The cookies on our site are for Google Analytics. These are known as 'performance cookies'. Google Analytics is a web analytics tool that helps website owners understand how visitors engage with their website. Google Analytics customers can view a variety of reports about how visitors interact with their website so that they can improve it.
Like many services, Google Analytics uses first-party cookies to track visitor interactions as in our case, where they are used to collect information about how visitors use our site. We then use the information to compile reports and to help us improve our site.

Cookies contain information that is transferred to your computer's hard drive. These cookies are used to store information, such as the time that the current visit occurred, whether the visitor has been to the site before and what site referred the visitor to the web page.

Google Analytics collects information anonymously. It reports website trends without identifying individual visitors. You can opt out of Google Analytics without affecting how you visit our site – for more information on opting out of being tracked by Google Analytics across all websites you use, visit this [Google page](#).

More about performance cookies

'Performance' cookies collect information about how you use our website e.g. which pages you visit, and if you experience any errors. These cookies don't collect any information that could identify you – all the information collected is anonymous and is only used to help us improve how our website works, understand what interests our users and measure how effective our website is.

We use performance cookies to…

- Provide statistics on how our website is used
- Help us improve the website by measuring any errors that occur
- Test different designs of our website

Cookies we have defined as 'Performance' cookies will NOT be used to…

- Gather information that could be used to advertise products or services to you on other websites
- Remember your preferences or username beyond your current visit
- Target adverts to you on any other website

In some cases, some of these cookies are managed for us by third parties, but we don't allow the third party to use the cookies for any purpose other than those listed above.

Using our site indicates that you accept the use of 'Performance' cookies.

Disabling cookies

All recent versions of popular browsers give users a level of control over cookies.

You can set your browser to accept or reject all, or certain, cookies. This is usually set through your privacy settings. You can also set your browser to prompt you each time a cookie is offered. For further guidance on disabling cookies via your specific browser visit http://www.aboutcookies.org/.

Website log files

We use IP addresses of visitors to our website to analyse trends, administer the site, track user's movement, and gather broad demographic information for aggregate use.

Links

This web site contains links to other sites. Please be aware that Bsquared Consulting is not responsible for the privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of these third party sites. This privacy statement applies solely to information collected by this Web site.

Surveys & competitions

From time-to-time our site requests information from users via surveys or competitions. Participation in these surveys or competitions is completely voluntary and the user therefore has a choice whether or not to disclose any information requested. Information requested may include contact information (such as name and delivery address) and other demographic information. Contact information will be used to notify users of the results of surveys and competitions.

Security

This website takes every precaution to protect our users' information. When users submit sensitive information via the website, your information is protected both online and off-line.

Notification of changes

If we decide to change our privacy policy, we will post those changes on our homepage so our users are always aware of what information we collect, how we use it, and under circumstances, if any, we disclose it. If at any point we decide to use personally identifiable information in a manner different from that stated at the time it was collected, we will notify users by way of an email. Users will have a choice as to whether or not we use their information in this different manner. We will use information in accordance with the privacy policy under which the information was collected.

If you have any questions about the security and privacy of your data at our website, please contact us at +44 (0)203 747 9795