

# Your LBC PRIVACY POLICY

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## YOUR LBC PRIVACY NOTICE

Version 1.0 – Date

Global Radio team is committed to protecting your personal information when you are using our services. This Privacy Notice relates to our specific use of any personal information you provide to us through Your LBC (“the Website”).

Global Radio is the Data Controller of any personal information submitted to us via this website but management of this site and associated services is outsourced to our service provider Vision Critical Research Solutions (UK) Limited who act as data processor and are authorised to contact you and process your data on behalf of Global Radio. Vision Critical will only use the information collected strictly for these purposes.

### What Information will we collect?

We collect certain information that personally identifies you (“personal information”) when you: (a) register as a panel member to the Website to receive software, data, services or products (b) submit responses to questions posed by us or (c) submit a specific enquiry to us in respect of which you would like us to answer you.

Depending on the circumstances for collection, personal information that we collect is usually any or all of the following: your name, title, age, birth date, country, occupation, e-mail addresses, and your opinions which you express to us during the course of the relevant panel. We may also collect other personal information from you when needed to provide data, software, a product, service or other information that you requested. We will not normally collect any sensitive personal data and in any event will request your explicit consent if we do so.

### Why do we collect this information?

We will use your personal information for a number of purposes including the following:

- for “service administration purposes”, which means that we may contact you for reasons related to the service you have signed up for, (e.g. to provide you with password reminders or to notify you that a particular service has been suspended for maintenance);
- to contact you about a submission you have made to the Your LBC panel (“Panel”), Website, including any content you provide.
- to analyse and improve the services offered on the Website and Global Radio.

### How long will information be held for?

In relation to our website services, we will hold your personal information on our systems for as long as is necessary to deal with your query, after which time your details will be deleted. Where you register to be a member of the Your LBC we will hold your data for the duration of the panel and for one year after the panel terminates. If you do not wish to receive further messages from Your LBC simply notify us at [support@yourlbc.co.uk](mailto:support@yourlbc.co.uk).

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The idea of a panel is to have a group of contributors to whom we can go back to time and time again with different qualitative and quantitative research. As such, if you decide to become a panel member we hope you will have a long-term relationship with Global Radio and our intention is to have a successful panel that would operate for at least a few years. This means that we may hold your data for a period of several years. You do of course have the right to stop being a panel member at any time: you can unsubscribe by emailing us at [support@yourlbc.co.uk](mailto:support@yourlbc.co.uk) or you can ask us to deactivate your registration as a Website member which effectively deletes your account. Once an account is deleted a red flag goes on the database and your personal details are suppressed so that they cannot be used. A year after the panel ends the data is fully purged and deleted from the system.

## **General**

By submitting personal information to us and using this service, you consent to our use of your personal information in the manner set out in this Privacy Notice.

If you have any questions, comments or suggestions about our use of your personal data please contact us at [support@yourlbc.co.uk](mailto:support@yourlbc.co.uk) .

You may request details of personal information which we hold about you. A small fee may be payable. If you would like details of the information held on you please contact [support@yourlbc.co.uk](mailto:support@yourlbc.co.uk).