

# Privacy notice for user research

## 1. Who we are

Anna Freud ('we', 'our', 'us'), also known as the Anna Freud National Centre for Children and Families or Anna Freud Centre (AFC), is a registered mental health charity.

'User research' refers to activities undertaken by Anna Freud to learn about our audiences, their needs and experiences of using our products and services. This research can include user interviews and surveys to gather ideas and feedback, studying how users perform tasks or observing how they interact with products, as well as other data-driven strategies.

Anna Freud is the data controller for this data processing.

This notice informs you how we may use the personal data we collect about participants that undertake user research with us ('you'). If you have any questions about the content of this notice you can contact us:

- Hannah Harrison: [hannah.harrison@annafreud.org](mailto:hannah.harrison@annafreud.org)
- Write to us: Anna Freud National Centre for Children and Families, 4-8 Rodney Street, London N1 9JH.
- Our Data Protection Officer is Rachel Hart, [DPO@annafreud.org](mailto:DPO@annafreud.org) 020 7794 2313

## 2. Purpose of the processing and the lawful basis for the processing

We will collect data from participants who engage in our user research. Upon registration, we will collect participants' first and last names and email addresses. During the session itself, we will record the interview and transcript via Microsoft Teams, as well as making written notes of our conversation.

This information will be held until the end of the relevant user research project.

We are collecting your personal data so that we know who will be attending our user research sessions. The information you provide will be used to plan and prepare for the sessions and ensure you have the correct information to attend.

In the sessions themselves, we will be collecting data that may relate to your personal experience as someone who has interacted with or used our products and services.

Our lawful bases for processing this data are specified in the UK General Data Protection Regulation: we rely upon Article 6(1)(f) (f) Legitimate interests: where the processing is necessary for our legitimate interests but only where it does not override your rights and freedoms.

It is in the legitimate interest of AFC to collect and process data about you and your usage of our products and services via user research, in order to evaluate use and to identify areas for improvement.

<b>What information will we collect about you?</b>	<b>How will we collect information about you?</b>	<b>Why are we processing information about you?</b>	<b>How long will we keep this information for?</b>	<b>What is our lawful basis for processing information about you</b>
Name (first, last), and email address	Provided by you on the online booking form	To plan and prepare for the research sessions and ensure you have the correct information to attend.	Until the end of the research project, usually 12 months, after which it will be securely disposed of	Legitimate interest
Discussion responses through user research sessions	Provided by you during the user research session	To meet our research aims	The anonymised responses will be retained for research purposes for a minimum of 3 years	Legitimate interest

### 3. Your data rights

Under data protection law, you have rights we want to make you aware of. The rights available to you depend on our reason for processing your information and may only apply in certain circumstances. You can check the [Information Commissioners website](#) for more detail or contact the DPO.

- **Your right to be informed** - this notice informs you what data we collect and how we use it.
- **Your right of access** - You have the right to ask us for a copy of your personal information.
- **Your right to rectification** - You have the right to ask us to correct information which you think is inaccurate or incomplete.
- **Your right to erasure** - This is known as the ‘right to be forgotten’ and you have the right to ask us to erase your personal information in certain circumstances, such as where it is no longer required: <https://ico.org.uk/yourdata-matters/your-right-to-get-your-data-deleted/>
- **Your right to restriction of processing** - You have the right to ask us to limit the processing of your information in certain circumstances.
- **Your right to object to processing** - You have the right to request we stop processing some or all of your data.
- **Your right to data portability** - This only applies to information you have given us and where we rely upon your consent to process the data.
- **Rights around automated decision making and profiling**

You are not required to pay a charge for exercising your rights. We generally have one month within which to respond to your request.

Please contact us at [DPO@annafreud.org](mailto:DPO@annafreud.org) if you wish to make a request with regard to any of your rights.

## 4. Withdrawal from user research projects

If you no longer want to participate in a user research project you can withdraw at any time and we will respect that decision and cease to use your data. You can contact us using the contact details included at the top of this notice to make such a request.

You can do this up to two weeks after the user research was conducted, because after this point your data will have been combined with all the other data and it

will not be possible for us to remove any individual contribution from the analysis as it will not be individually identifiable

## 5. Making a complaint

If you feel we may not be handling your data appropriately or if you have any queries or concerns about this you can contact us, [dpo@annafreud.org](mailto:dpo@annafreud.org)

You can also, at any time, make a complaint about our processing of your data to the Information Commissioner, <https://ico.org.uk/global/contact-us>