



Privacy Policy

Who are we?

We are a Marketing, Research and Demand Generation Company. Our registered company name is Census Data Limited (trading as Census Group).

We are registered as Data Controller and Data Processor with the Information Commissioners Office (number ZA028302) and the Telephony Preference service.

We adhere to all aspects of the Data Protection Act (1998) and General Data Protection Regulations (2018) and PECR (2003) to ensure that the information provided to us is only used for the purposes that are stated in the opt-in statement provided at the time the information is collected.

We operate under the brand names Consumer Insights, National Survey, Switching Supermarket and Census Data and run lifestyle questionnaires on behalf of some of the UK's leading brands to help them target their services, brands and products to the right customers.

We conduct questionnaires by telephone and we will always display a valid telephone number by which you can identify us.

We will never contact you if you are registered with the Telephony Preference Service (TPS). To register with the TPS please visit www.tpsonline.org.uk

Our offices are at Manor House, Conference Avenue, Quays Office Park, Portishead, BS20 7LF.

How will we use your data?

The data collected using a marketing questionnaire is collated for Marketing



Purposes. This means that, with your permission, we may share your details with companies who may wish to contact you to discuss their products and services with you. You may wish to opt out of these calls at anytime now or in the future.

Personal Data

We collect personal information from you that you may wish to volunteer during the marketing questionnaire. Data will be processed for the purposes of Telephone Marketing, where we believe products or services may be of interest to you based upon information you have provided to us.

We will only share this information where you have provided consent for us to do so.

We may share your data within our own company, and our named clients only.

At any time you may request us to remove your information from our database.

Data Storage

Data collected by us is stored at a secure facility, and on secure servers, based in the UK and is only processed by our secure and vetted Data team. We take all necessary steps, including regular audits of security, to ensure that Data is securely stored.

Transfer of Information outside the UK

In the course of conducting our business we do not send information outside of the UK.

How long will we store your data?

We will keep your details for as long as is necessary for quality and compliance purposes. If you would like us to remove your data from our database we will do so at any time.

Accessing your Personal Information



You have the right to make a Subject Access Request and, subject to certain exceptions, to be provided with a copy of such information. If you would like to make a Subject Access Request, please do so in writing to SAR@censusgroup.co.uk

Opt-Out

You may ask us at any time to remove your information from our database by contacting us as follows:

- Send an email to dnc@censusgroup.co.uk
- In writing to Census Group, Manor House, Conference Avenue, Quays Office Park, Portishead, BS20 7LF
- Contact us on 0117 4058549

Useful Information

For useful information about data protection you can visit:

Telephony Preference Service: www.tpsonline.org.uk
The Direct Marketing Association: www.dma.org.uk
The Information Commissioner: www.ico.org.uk