

Privacy Policy for Stream Research Limited

1. Introduction

Stream Research Limited (“we,” “us,” or “our”) is a market research agency committed to safeguarding your privacy and handling your personal data responsibly. This Privacy Policy explains how we collect, use, and protect your personal data and your rights under UK law (including the UK GDPR and the Data Protection Act 2018) and U.S. state privacy laws, such as the California Consumer Privacy Act (CCPA), California Privacy Rights Act (CPRA), and other applicable U.S. state laws.

2. Who We Are

Stream Research Limited is based in the United Kingdom and conducts market research globally. We ensure compliance with applicable data protection regulations in the jurisdictions where we operate.

3. Data We Collect

We may collect the following types of personal data:

- **Personal Information:** Name, contact details (email, phone), and mailing address.
- **Demographic Information:** Age, gender, location, and similar non-identifiable data used for research purposes.
- **Research Data:** Survey responses, opinions, preferences, and other information shared during research activities.
- **Sensitive Personal Information:** In limited circumstances and only with your explicit consent, we may collect sensitive information, such as health-related data or racial/ethnic origin, for specific research purposes.

Under U.S. laws, "personal information" includes information that identifies, relates to, or is reasonably linked to a particular individual or household.

4. How We Collect Your Data

We collect personal data in the following ways:

- **Directly from you:** When you participate in surveys, interviews, or focus groups, or otherwise interact with us.
 - **Automatically:** Through our website, via cookies, and similar technologies.
 - **From third parties:** Such as social media platforms, publicly available sources, or our clients, when permitted by law.
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5. How We Use Your Data

We use your data for the following purposes:

- To conduct market research and analyze results.
- To communicate with you about participation in research activities.
- To deliver anonymized and aggregated insights to our clients.
- To comply with legal obligations or resolve disputes.

We process personal data based on lawful grounds, including your consent, our legitimate interests, or to fulfil contractual obligations.

6. Sharing Your Data

We may share your data with the following:

- **Clients:** In anonymized and aggregated form, ensuring your identity is protected.
- **Service Providers:** To support research activities under strict confidentiality agreements.
- **Legal Authorities:** When required to comply with laws or protect legal rights.

We do not sell your personal data.

7. Your Rights

Under UK GDPR and U.S. state privacy laws, you have the following rights:

UK Residents

- The right to access, correct, or delete your data.
- The right to restrict or object to processing.
- The right to data portability.
- The right to withdraw consent at any time.

California Residents (CCPA/CPRA)

- The right to know what personal data we collect and how we use it.
- The right to request deletion of your personal data.
- The right to opt-out of the sale or sharing of personal data.
- The right to correct inaccurate personal data.
- The right to limit the use of sensitive personal information.
- The right not to receive discriminatory treatment for exercising your rights.

Virginia Residents (VCDPA)

- The right to access, correct, or delete your data.
- The right to data portability.
- The right to opt-out of targeted advertising, the sale of personal data, or profiling.

To exercise your rights, contact us at:

Email: nick.head@stream-research.com

Phone: 00447921816160

Address: 11 Cunningham Avenue, St Albans, Herts, AL11JJ, United Kingdom

8. Cookies and Tracking

We use cookies to improve your website experience. Cookies may collect data about your browsing behavior.

9. Data Retention

We retain personal data only as long as necessary for research purposes, legal obligations, or our legitimate interests. Anonymized data may be retained indefinitely for analytical purposes.

10. Data Security

We implement industry-standard security measures to protect your data, including encryption, secure servers, and access controls. However, no system can be completely secure, and we encourage you to take precautions when sharing information.

11. International Data Transfers

As a UK-based company, we may transfer your data internationally, including to the U.S., in

compliance with applicable laws. For such transfers, we ensure appropriate safeguards, such as Standard Contractual Clauses (SCCs) or equivalent measures.

12. Updates to This Policy

We may update this Privacy Policy to reflect changes in our practices or legal requirements.

13. Contact Us

If you have any questions or concerns about this Privacy Policy or your data rights, please contact us:

Stream Research Limited

11 Cunningham Avenue, St Albans, Herts, AL11JJ, United Kingdom

Email: nick.head@stream-research.com

Phone: 00447921816160

By engaging with us or participating in our research, you acknowledge and agree to the terms of this Privacy Policy.