

## **Amber Arch Privacy Policy**

This privacy policy sets out how Amber Arch uses and protects any information that you give Amber Arch when you use this website, commission or undertake a mystery shopping assignment.

Amber Arch is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified, then you can be assured that it will only be used in accordance with this privacy statement.

Amber Arch may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from May 2018

### **What we collect**

We may collect the following information:

- name
- contact information including email address, telephone number and address
- demographic information including postcode and preferences
- other information relevant to mystery shopping assignments undertaken

### **Why we collect the information we gather**

We have legitimate interest to collect this data in order to:

- match shoppers on our database with suitable mystery shopping assignments,
- communicate with shoppers and clients about potential and completed assignments
- pay shoppers for the work undertaken and request payment from clients for completed projects
- respond to enquiries from shoppers and clients.

When carrying out mystery shopping visits for a client which involved processing of personal data, a contract is in place with the client (data controller) to specify the scope of processing.

### **What we do with the information we gather**

We require this information to understand your needs and offer suitable assignments, and in particular for the following reasons:

- Internal record keeping.
- We may periodically contact you about future mystery shopping assignments
- We may also use your information to contact you to clarify information submitted by you.
- Processing payments and payment requests to you in lieu of assignments undertaken
- We sometimes use this information to communicate with you, such as to notify you about changes to our agreements, to fulfill a request by you via an online inquiry, or to contact you about your account with us.

- From time to time, some clients may request general demographic information regarding the shopper undertaking the assignment. This may include but is not exclusive to, gender, age range and interests, but will not include identifying data.
- Other assignments will involve shoppers sharing data with the client as part of the visit, for example bank details, personal ID and social media accounts. This will be made clear prior to undertaking the visit.

We may disclose personally identifiable information in response to legal process, for example, in response to a court order or a subpoena. We also may disclose such information in response to a law enforcement agency's request.

## **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

Agents and contractors of AmberArch who have access to personally identifiable information are required to protect this information in a manner that is consistent with this Privacy Policy, by for example, not using the information for any purpose other than to carry out the services they are performing for AmberArch.

AmberArch has security measures in place to attempt to protect against the loss, misuse and alteration of your user data under our control. Only authorized employees have access to the information you provide us. There are strict rules on all authorized persons who have access either to the databases that store user information or to the servers that host our services. While we cannot guarantee that loss, misuse or alteration to data will not occur, we make every effort to prevent such unfortunate occurrences.

## **Links to other websites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

## **Controlling your personal information**

You may choose to restrict the use of your personal information in the following ways:

- Should shoppers wish to not receive email communications from Amber Arch regarding available assignments, they can tick the relevant opt out box on their profile.
- Should shoppers wish to be removed from the Amber Arch database of shoppers, they can contact us in writing to request removal. Should shopper have undertaken any assignments for us we reserve the right to securely hold limited data for allocation, payment and taxation purposes.

You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you please write to Claire Davidson, Amber Arch, Birtley Business Centre, Station Lane, Birtley, County Durham, DH3 1QT.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

In order to be ensure that only relevant data is held, shoppers who have not logged into the site in the last 17 months, will be removed from the database each May.