

# Privacy Policy

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The Wilko team is committed to protecting your personal information. This privacy notice relates to our specific use of any personal information you provide to us through <http://www.wilkoinsiders.com/> ("the Website"). All your personal information will be processed in accordance with the terms of our privacy policy, a copy of which can be found here.

With regards to the Wilko Insiders panel, please note that Wilko is the Data Controller of any personal information submitted via this website. The 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 Wilko. Vision Critical will only use the information collected strictly for these purposes and in accordance with the terms of our privacy policy.

All information you provide to us is stored on Vision Critical's secure servers. Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share your password with anyone. 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 Wilko Insiders panel 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 the Wilko Insiders panel simply notify us at [support@wilkoinsiders.com](mailto:support@wilkoinsiders.com).

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 Wilko 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@wilkoinsiders.com](mailto:support@wilkoinsiders.com) 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.

## **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.

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