



Data Protection and Privacy Policy

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1. Data Protection and Privacy Policy

Inspired Usability complies with the EU General Data Protection Regulation 2018 (GDPR) in ensuring the confidentiality of data. It also ensures that all personal data about research study participants, employees and individuals working on its behalf will be stored securely and will only be passed on to other companies, market research agencies, medical consultancies or pharmaceutical organisations, known to Inspired Usability, for the purposes of the human factors research, as agreed with the participant.

Our lawful basis for collecting data is direct consent from the individual and legitimate business interests. The legitimate business interest is conducting video, audio, photographic or written (electronic or paper) based research for medical device development. This data is anonymised but when combined with other information could identify an individual.

Inspired Usability needs to collect personal information about its study participants, employees and individuals who work on its behalf to be able to carry out its business and provide its services. The personal information may include name, address, email address, telephone number, date of birth, private and confidential information and sensitive information including (in the case of study participants), medical history. This information may be collected, recorded and used (e.g. on a computer or on paper) and must be dealt with properly to ensure compliance with the GDPR.

1.1. Who the policy applies to

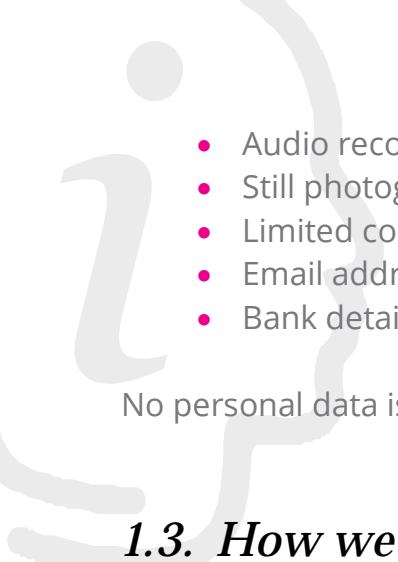
This privacy policy tells you what to expect when Inspired Usability collect personal information. It applies to the information we collect about:

- Clients who use our services
- Visitors to our website
- People taking part in our product development and human factors research

1.2. What data we hold

We hold:

- Video records of human factors studies that could lead to the identification of a living individual when combined with anonymised data provided to us by third parties
- Transcripts of human factors studies

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- Audio recordings of human factors studies
 - Still photographs of human factors studies
 - Limited contact details of the above group of people
 - Email addresses of clients and business associates
 - Bank details of business associates and those who we have a financial liability

No personal data is collected from our website (www.inspiredusablity.com)

1.3. How we process information

- Video, audio, transcripts, and photographic records are stored on encrypted hard-drives or encrypted cloud-based data servers based in the EU
- Additional information is stored on Share Point or Office 365. Any sensitive data is password protected
- Data from third party recruiters is anonymised as early as possible in the research process

1.4. Uses of information

- We use video, audio and photographic records to conduct research into the development of medical devices. This can include transcripts.
- Email correspondence with clients is kept on an Office 365 system and used for daily contact with clients and associates to conduct business.
- Banking information is used for the purposes of paying third parties

1.5. Disclosure of information

We may share personal data with other organisations in the following circumstances:

- to protect the rights, property, or safety of ourselves, our customers, or others
- in the legitimate interest of conducting human factors research. We conduct research on behalf of other companies. All participants in human factors research will have the nature of study explained to them and be given a copy of the study information. Each individual study is different, and the nature of each study will be explained prior to commencement. However, in general it is reasonable to expect that the study sponsor will be given anonymised copies of the video research.
- Sponsor companies will be required to comply with GDPR. Should sponsor companies fail to do so, or we are not satisfied with their data handling procedures, we will not disclose personal information to them.

A large, light gray, stylized lowercase letter 'i' is positioned in the top left corner of the page. It has a circular dot above it and a long, curved tail that extends downwards and to the left.

1.6. Data controller

The data controller is:

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