

# PRIVACY NOTICE

## MONDAY PROJECT LTD

**Hello there!** We understand that your privacy is important and that you might care about how your personal data is used. We respect and value the privacy of our contacts (whether you are a client, a partner or our paths have crossed at some point in the past) and we will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

### 1) FIRSTLY, SOME INFORMATION ABOUT THE MONDAY PROJECT

Project Monday Consulting Ltd (trading as The Monday Project), a company registered in England under number 10820917, whose registered office is at 33 Harrison Road, Halifax, HX1 2AF. VAT number: 275 7907 56. Data Protection Officer:

- Ben Scales
- Email address: [ben@monday.global](mailto:ben@monday.global)
- Telephone number: +44 7590 723736.

### 2) WHAT DOES THIS NOTICE COVER?

This Privacy Information explains how we use your personal data: how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data.

### 3) WHAT IS PERSONAL DATA?

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the “GDPR”) as “any information relating to an identifiable person who can be directly or indirectly identified by reference to an identifier”.

In simpler terms, personal data is any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

The personal data that we use is set out in Part 5 of this notice.

## 4) WHAT ARE YOUR RIGHTS?

Under the GDPR, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data. This Privacy Notice should tell you everything you need to know, but you can always contact us to find out more or to ask any questions using the details in Part 11.
- b) The right to access the personal data we hold about you. Part 10 explains how to do this.
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete.
- d) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that I have.
- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to us using your personal data for a particular purpose/purposes.
- g) The right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask us for a copy of that personal data to re-use with another service or business in many cases.
- h) Rights relating to automated decision-making and profiling.

For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in Part 11.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office.

## 5) WHAT PERSONAL DATA DO YOU COLLECT?

We may collect some or all the following personal data (and this may vary according to your relationship with The Monday Project):

- Name
- Company name and job title
- Email address(es)
- Telephone number(s)
- Company address and payment information
- Information about company (clients' / suppliers') offer, services, research preferences and interests
- Research study answers (written, filmed, audio recorded)

## 6) HOW DO YOU USE MY PERSONAL DATA?

Under the GDPR, we must always have a lawful basis for using personal data. This may be because the data is necessary for our performance of a contract with you, because you have consented to our use of your personal data, because it is in our legitimate business interests to use it or because we have an obligation to do.

Your personal information will be used for the purposes listed in the table below. We will only use your personal data where we have a lawful basis for doing so. The basis we rely upon will impact which rights you have in relation to your personal information.

| Purpose  | Lawful Basis  | Category of personal data    |
|--|---|------------------------------|
| Do business with our prospective clients, clients, suppliers and partners (as well as prospective clients, suppliers and partners) | Legitimate interest in contacting our clients, prospective clients, partners and suppliers, and retaining records of our contacts | Client Data<br>Supplier Data |

|  |   |  |
|--|---|--|
|  | <p>Compliance with a legal obligation</p> <p>To perform our obligations in accordance with any contract that we may have a client, partner or supplier</p>  | Partner Data   |
| Send our newsletter and promote our products and services via direct marketing | Consent   | Subscriber Data  |
| Request feedback and conduct surveys and other research/analytics              | <p>To perform our obligations in accordance with a contract that we may have a client, partner or supplier</p> <p>Legitimate interests in understanding how to improve our products and services</p> <p>Consent</p> | <p>Website User Data</p> <p>Client Data</p> <p>Partner Data</p> <p>Supplier Data</p> <p>Event Data</p> |
| Arrange events and interact with clients and contacts at events                | Legitimate interest in generating interest in our services and products   | <p>Subscriber Data</p> <p>Event Data</p> <p>Client Data</p>  |
| Resolve queries and complaints   | <p>Legitimate interest in resolving a query or complaint raised by or involving a data subject</p> <p>Compliance with a legal obligation</p>  | <p>Website User Data</p> <p>Client Data</p> <p>Partner Data</p>  |

|  |   |                                 |
|--|---|---------------------------------|
|  | To perform our obligations in accordance with a contract that we may have a client, partner or supplier   | Supplier Data<br><br>Event Data |
| Provide you with access to all parts of our site, personalise your experience on our website, and ultimately improve the functionality of the website for the benefit of all users             | Legitimate interest in providing an enhanced, user friendly website by understanding how our website is used  | Website User Data               |
| Protect the security of our website and detect and prevent dangerous or unlawful use   | Legitimate interest in safeguarding of our intellectual property and assets, and in protecting the security of users and their information  | Website User Data               |
| Conducting interviews and/or focus groups to collect qualitative data in connection with research projects and build a body of evidence of what works in behavioural science and public policy | To perform our obligations in accordance with any contract that we may have a client, partner or supplier<br><br>Legitimate interests in undertaking robust research with social impact<br><br>Consent for some special category data<br><br>Where we collect special category as part of research participants' responses to interviews and we have relied on consent as the lawful basis, we will also seek | Research Participant Data       |

|  |  |  |
|--|--|--|
|  | <p>explicit consent as a condition of processing.</p> <p>Where, usually for health and social care research, we have relied on legitimate interests as the lawful basis, our condition for processing special category data will be that it is necessary for scientific research purposes.</p> |  |
| To process your order for a product, including taking your payment and arranging delivery                        | To perform our obligations in accordance with a contract   | <p>Payment Data</p> <p>Website User Data</p>   |
| To prevent or detect fraud and money laundering including fraudulent payments and fraudulent use of our services | <p>Compliance with a legal obligation (fraud and anti-money laundering compliance)</p> <p>Legitimate interest in safeguarding our assets and employees</p>   | <p>Payment Data</p> <p>Client Data</p> <p>Partner Data</p> <p>Supplier Data</p> <p>Website User Data</p> |
| Establish, defend or enforce legal claims or regulatory investigations   | Legitimate interest in protecting our commercial and legal interests.  | <p>Client Data</p> <p>Partner Data</p> <p>Supplier Data</p>  |

|  |  |                   |
|--|--|-------------------|
|  |  | Website User Data |
|  |  | Payment Data      |
|  |  | Event Data        |

Where we rely upon a “legitimate interest” as our legal basis, we will ensure that our interest is not outweighed by any impact on your rights and freedoms as a data subject in the United Kingdom or the European Economic Area, by using your information in a way which is proportionate and respects your privacy.

Please make sure that any personal data you provide is accurate and up to date, and let us know about any changes in the information which you have provided as soon as possible.

## 7) HOW LONG WILL YOU KEEP MY PERSONAL DATA?

Your personal data will be kept for no longer than 2 years after our last contact, but there are exceptions depending on the type of data; please see The Monday Project’s Data Retention Policy for detailed information on data retention periods. Of course, you can get in touch at any time if you would like your data deleted.

## 8) HOW AND WHERE DO YOU STORE OR TRANSFER MY PERSONAL DATA?

We may store or transfer some or all of your personal data in countries that are not part of the European Economic Area (the “EEA” consists of all EU member states, plus Norway, Iceland, and Liechtenstein). These are known as “third countries” and we use specific contracts with external third parties that are approved by the European Commission for the transfer of personal data to third countries. These contracts ensure the same levels of personal data protection that would apply under the GDPR. More information is available from the [European Commission](#).

The security of your personal data is essential and more information on Data Security can be found in The Monday Project's Data Protection Policy.

## 9) DO YOU SHARE MY PERSONAL DATA?

We may disclose your information with third parties for the purposes described below:

- with our clients for any of the purposes described in this notice;
- with third party service providers. These third parties have confidentiality restrictions and use any personal information we share with them or which they collect on our behalf for the purpose of providing the contracted service to us. These include our business solutions providers indeemo ([privacy notice](#)), recollective ([privacy notice](#)) and Leftfield ([privacy notice](#)), our IT service providers (including Google, whose privacy policies can be found [here](#)), our accountancy software provider whose privacy policy is [here](#), and other third parties who help manage our business systems.
- with our regulators, which may include the Information Commissioner's Office as well as law enforcement bodies, government agencies, courts or other third parties where we think it's necessary to comply with applicable laws or regulations, or to exercise, establish or defend our legal rights. Where possible and appropriate, we will notify you of this type of disclosure
- with the purchaser of our business or assets if, in the future, we sell or transfer some or all of our business or assets to a third party, or invite investment in our company

We might also share your information with third parties for the performance of any contract you enter into with The Monday Project. You will usually be given details of any third parties (e.g. fieldwork suppliers, our lead clients). On occasion, so as not to influence our insight gathering, the identity of our clients will need to remain private.

## 10) HOW CAN I ACCESS MY PERSONAL DATA?

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a "subject access request".



All subject access requests should be made in writing and sent to the email or postal addresses shown in Part 11. To make this as easy as possible for you, a Subject Access Request Form is available for you to use on request (you do not have to use this form, but it is the easiest way to tell us everything we need to know to respond to your request as quickly as possible).

There is not normally any charge for a subject access request, but an estimate of the completion time will be made (and shared with you within 48 hours).

We will respond to your subject access request within one month. Normally, we aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required (up to a maximum of three months from the date we receive your request). You will be kept fully informed of our progress along the way.

## 11) HOW DO I CONTACT YOU?

To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the following details:

- For the attention of Ben Scales
- Email address: [ben@monday.global](mailto:ben@monday.global)
- Telephone number: +44 (0) 7590 723736
- Address: 33 Harrison Road, Halifax, HX1 2AF.

## 12) CHANGES TO THIS PRIVACY NOTICE

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

Any changes we make to the privacy policy in the future will be posted on this page and, where appropriate, notified to you by email.

Please check back frequently to see any updates or changes to this Privacy Notice.



**MONDAY  
PROJECT**