

## **Privacy Policy:**

- (a) MGN Limited (“we”/”us”/”our”) are committed to protecting the personal information you give us and telling you how we use the information we gather about you. For the purposes of this Privacy Policy, we are the Data Controller and Vision Critical Research Solutions (UK) Limited (which hosts/develops the Website on our behalf) is the Data Processor (as such terms are defined in the Data Protection Act 1998).
- (b) This Privacy Policy applies to the Mouthpiece Panel (“the Panel”) website (“the Website”), however you access it, including via any tablet or mobile device.
- (c) If you use this Website you agree that we will obtain, use and disclose certain personal information (as defined below). This statement sets out the principles governing our use of your personal information.
- (d) By accessing the Website, you agree to be bound by this Privacy Policy forms part of and is incorporated into the Website User Terms.
- (e) When you become a member of the Panel you consent to us using Your Information as set out in this Privacy Policy.
- (f) “Your Information” means any information you provide to us in connection with your participation in any survey or posted on any forum
- (g) Any changes to this policy will be posted here. We reserve the right to vary this Privacy Policy from time to time and such changes shall become effective as soon as they are posted. Your continued use of the Website constitutes your agreement to all such changes.

### **1. WHAT INFORMATION DO WE COLLECT FROM YOU?**

- (a) When you register to become a member of the Panel, you will be required to provide information about yourself for example (but not restricted to):
  - (i) Contact information, such as name, email address, postal address / location, phone number and mobile number;
  - (ii) Demographic information, such as date of birth, gender, job information and finance;
  - (iii) Communication preferences, such as which newsletters you would like to receive.
- (b) We may also collect information you give us via email, over the telephone, in written or other communications in response to surveys or forums.

(c) In addition to personal information, we and Vision Critical Research Solutions (UK) Limited (which hosts/develops the Website on our behalf) may also collect information about you automatically when you visit the Website by using cookies (small text files) which we may make use of, or pass to unconnected parties and our advertising partners may also use cookies to serve advertisements that they believe are most likely to be of use or interest to you. For more information about cookies, including how to turn this feature off, please visit our [Cookie Policy](#)

## **2. WHY WE COLLECT INFORMATION ABOUT YOU AND HOW WE USE IT**

(a) We want to offer you a service which you want to use. We may use Your Information to help us customise the Website, any website operated by any member of the Trinity Mirror plc group of companies and/or any newspaper or magazine published by the Trinity Mirror plc group of companies

(b) Your Information will be used to process your answers to any surveys in which you have chosen to participate and will allow us to provide you with access to all parts of the Website.

(c) We may send you administrative and promotional emails relating to the Website and updates about the Website.

(d) We may personalise your visits to the Website and develop the design and style of the Website to improve the services provided to you.

(e) We may need to contact you about a comment you have submitted or material you have posted on the Website or in relation to your membership of the Panel or in order to verify your identity from time to time

## **3. HOW WE ENSURE PRIVACY IS MAINTAINED**

(a) We endeavour to ensure that your data is stored securely and to prevent unauthorised access. We have security measures in place to protect your information which we monitor regularly. Unfortunately, despite our measures, because of the nature of the Internet, we cannot guarantee that your information will remain at all times 100% secure. The continuing efforts of hackers to defeat even the newest of security systems mean that we can never make this promise.

(b) Please be aware that if you disclose information on forums it may be possible for other people to use this information. We are not responsible for the disclosure of any information you post in this way.

(c) We comply with the Data Protection Act 1998 and the Regulation of Investigatory Powers Act 2000 and all other legislation which governs the maintenance of privacy in your information.

(d) The Website provides a number of links to web sites not operated by us or by companies associated with us. We take no responsibility for the use of any information about you which is collected as a result of your use of these websites and this privacy policy does not extend to any website operated by anybody other than us.

(e) This website is hosted/developed by Vision Critical Research Solutions (UK) Limited company number 6452616 whose registered address and address for service is 17 Hatfields, London, SE1 8DJ, United Kingdom, on behalf of MGN Limited.

#### **4. DISCLOSING YOUR INFORMATION AND YOUR CONSENT**

(a) We will store your personal information and use it for the purpose of administering this Website, and for our general market research purposes and as otherwise set out in this Privacy Policy.

(b) Your Information will be anonymised if we publish it apart from these purposes. For example, if we use any quotes, comments or other materials that you've submitted to us we will attribute this to you by first name and age only, unless we contact you first to get your permission to identify you.

(c) By using the Website, you agree that we may disclose your personal information to any company within the Trinity Mirror plc group of companies.

(d) We may conduct market research via the Website on behalf of third parties. Your Information will only be disclosed to these third parties in anonymised aggregate form, and none of these third parties could ever use this data to identify you, or to contact you unless you have given your explicit prior permission to this.

(e) We will not make use of your personal information for direct marketing activities, or supply this information to third parties for their direct marketing activities without your consent. By direct marketing activities, we mean the communication directly to particular individuals (by e-mail, post or telephone) of any advertising or marketing material.

(f) If having given your consent you subsequently decide you no longer wish to receive survey invitations or information from us please notify us at the following email address: [support@mouthpiecepanel.co.uk](mailto:support@mouthpiecepanel.co.uk)

(g) Even where we have your consent we will only disclose your personal information to our agents and/or third party suppliers of products or services on a need to know basis.

- (h) We may disclose details about use of the Website to other businesses e.g. to demonstrate patterns of use to advertisers and other business partners. The information we pass on will not include any personal information by which you may be identified.
- (i) We compile anonymous records of user trends which we may make use of ourselves, or pass to our associated companies.
- (j) We will comply with any court order requesting or requiring the disclosure of the identity or location of or any other information in relation to anyone who has accessed the Website and we may also disclose such information where we are advised by our lawyers that a court order would be granted requiring us to disclose it, even if no legal proceedings have been commenced in relation to the same.
- (j) We endeavour to prevent unauthorised disclosures of your personal information by other people, but we are not responsible for any unauthorised disclosures or other breaches of security or for the actions of others if the information was passed to them with your authority or with the authority of anybody other than us or our associated companies.
- (k) We may transfer, sell or assign any of the information described in this policy to third parties as a result of a sale, merger, consolidation, change of control, transfer of assets or reorganisation of our business or if another service provider (which replaces Vision Critical Research Solutions (UK) Limited or works alongside them) becomes a data processor and / or controller of your Personal Information.

## **5. OBTAINING YOUR PERSONAL INFORMATION**

If you wish to receive a copy of the personal information we hold about you, or have any other queries or concerns about the way we are collecting and using your personal information, please email us at [support@mouthpiecepanel.co.uk](mailto:support@mouthpiecepanel.co.uk) write to us (including full details of your request) at:

Legal Department  
MGN Limited  
One Canada Square  
London  
E14 5AP

We may charge an administration fee (not exceeding the maximum permitted by law) in relation to fulfilling a request for access to personal information.