

Privacy Policy

We are committed to protecting the privacy of individuals who participate in our healthcare research projects. This Privacy Policy explains how we collect, use, store, and share information in the course of our services.

1. Information We Collect

We collect information solely for the purpose of conducting healthcare-related market research. This may include:

- Anonymized responses to online or in-person surveys and interviews related to specific research topics.
- For qualitative research projects: anonymized personal details (e.g., medical specialty, years of experience, hospital type) to assess eligibility according to client screening criteria. These details are submitted to our client prior to confirming participation.
- We may ask participants to confirm screening questions provided by the client to ensure eligibility for the study.
- Audio or video recordings of interviews, which are anonymized and have facial images blurred or hidden. Such recordings will only be shared with our clients with the explicit prior consent of the respondent.
- Transcripts and translations of interview recordings. These may be processed by internal staff or trusted third-party vendors under confidentiality agreements.

2. How We Use the Information

We use the collected information solely to fulfill our contractual obligations to our clients. Specifically:

- For qualitative research, if a respondent meets the client's eligibility criteria, we may share anonymized background details (such as medical specialty and experience) for selection purposes.
- For quantitative surveys, no identifying information (e.g., name, contact details) is collected or shared.

- For interviews, anonymized recordings may be sent to clients. Transcripts and translations may be generated and provided to the client.
- Respondents are paid honoraria based on completion of the research, identified via a completion ID provided by the client.

3. Legal Basis

We process data based on:

- Legitimate interests of our clients for market research.
- Consent obtained from participants prior to their involvement.

We comply with applicable data protection regulations, including the General Data Protection Regulation (GDPR) in the European Union, the UK General Data Protection Regulation (UK GDPR), the Personal Information Protection Law (PIPL) of the People's Republic of China, and other local privacy laws applicable to the respondent's location, including: Japan (APPI), Hong Kong (PDPO), Taiwan (Personal Data Protection Act). We take all reasonable steps to ensure that personal data is processed securely and in accordance with these legal requirements.

We also monitor and will comply with data protection laws in any other region where we may conduct research in the future.

4. Data Sharing

- No identifiable information is collected in most cases.
- Anonymized data may be transferred outside the participant's country (e.g., to clients located in the UK, EU, US) under standard contractual safeguards.
- We use trusted third-party vendors for transcription and translation, who are bound by strict confidentiality agreements.

5. Data Security

We implement reasonable administrative, technical, and physical safeguards to protect personal data from unauthorized access, disclosure, alteration, or destruction.

6. Data Retention

We retain personal data only as long as necessary for research purposes or as required by law or client contracts. Temporary data used for honorarium payment (e.g. completion IDs) are retained only up to 6 months and securely deleted thereafter.

Data containing potentially identifiable information (e.g. qualitative screening profiles) may be retained for up to 12 months only, unless otherwise required by contract or applicable law.

7. International Data Transfers

As our clients may be located in various countries/regions. If personal data is transferred across borders, we ensure compliance with applicable local laws both at the source and destination and apply anonymization and data minimization wherever feasible.

8. Your Rights

Depending on applicable laws, you may have the right to:

- Access the personal information we hold about you.
- Request correction or deletion of your data.
- Object to or restrict certain processing.

To exercise these rights, please contact us via the details below.

9. Children's Privacy

We do not knowingly collect information from children under 16. If you are a parent or guardian and believe your child has provided personal data, please contact us.

10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Updates will be posted on our website.

11. Contact Us

If you have questions or concerns about this Privacy Policy or how your data is handled, please contact us at:

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