

This policy explains when and why we collect personal information about you as an interviewee, how we use it, the conditions under which we may disclose it to others and how we keep it secure.

We may change this policy from time to time so please check this page occasionally to ensure you are happy with the changes. By providing us with your contact details you are bound by this policy.

Any questions about this policy should be emailed to poliver@tourismse.com or by writing to Tourism South East 40 Chamberlayne Road, Eastleigh Hampshire, SO50 5JH 02380 625400

Who we are?

The Southern and South East England Tourist Board trading as Tourism South East (Registered in England, No. 1345038) is a not-for-profit organisation with a mission to support the awareness and growth of **tourism** businesses and destinations within South East England through marketing, training, research and other services.

Why does Tourism South East conduct market research?

All sorts of organisations want to know what people think. At Tourism South East we aim to gather the opinions of residents or visitors to particular destinations or attractions to enable our clients to provide better services or products. It is the job of the interviewers to find out, using research like the interview you have just participated in, what people really think.

Why me?

Clearly not every resident or visitor to a destination or attraction can be interviewed. Therefore we have to ask a representative sample of the population. All our surveys use random sampling.

Why do you ask for personal details like name, email address and telephone number if it's a confidential survey?

For two reasons:

Firstly we ask for names and contact details as it is important for us to validate interviews in the interests of our clients.

Secondly, it is important for us to check that interviews are carried out properly.

It is possible that someone will contact you by phone or by email to check that you were happy with the interview. All information you have given is treated as strictly confidential.

How will it be stored?

Your information will be held on a secure password protected server and only used to send you an email to verify that you were actually interviewed. Your data will be kept on the server until the survey has been completed, we will then delete all records from the server. The original paper copy of the questionnaire with your details on are stored securely in our warehouse and are securely destroyed after eighteen months.

Who will it be shared with?

The only instance in which we would share information with any other party would be if you enter into one of our competitions and you expressly advise us that you are happy to receive information from the partners only involved in the competition prize. You will still be able to enter the competition if you choose not to receive information from partners. Your details are NOT revealed to the client.

Who will it be shared with?

- You can ask to see the personal data we hold about you and we will show you free of charge.
- We will update the personal data to correct errors when you tell us about them.
- We will supply you with a CSV version of the personal data we hold about you if you ask us to.
- If you wish to make a complaint regarding how we have handled your personal data please contact us initially by email to poliver@tourismse.com
- If you are not satisfied with the way we have responded to your complaint you can complain to the Information Commissioners Office (ICO)