

Questions can be used as a checklist, if you answer **NO** to a question please refer to the [Data Protection Checklist Document](#)

1. When designing a research project, do you limit the collection of personal data to only those items that are adequate, relevant and necessary in relation to the purpose for which they are processed and do you ensure that they are not used in any manner that is incompatible with such purpose?

YES NO

2. Do you implement processes that ensure that data subjects are not harmed or adversely affected as a direct result of their personal data being used in a market research project?

YES NO

3. If you plan to use subcontractors or other third-party suppliers to perform services on your behalf, do you disclose the minimum amount of personal data that is necessary for them to perform the agreed upon services? Do you have contracts in place that ensure a similar level of protection on their part?

YES NO

4. If you plan to collect data from children, young people or other vulnerable persons, do you obtain the consent of the parent or Responsible Adult before collection?

YES NO

5. Can you identify a lawful basis for processing the personal data?

YES NO

6. Are you processing personal data only for their intended use?

YES NO

7. Do you make it clear about the specific data to be collected and maintained, including any passive data collection of which the data subject may not be aware?

YES NO

8. When using secondary data collected for some purpose other than research (e.g. customer data, social media data, etc.) do you ensure that the use is legitimate and the rights of data subjects are protected?

YES NO

9. Are procedures in place to ensure that all personal data are accurate, complete and up to date?

YES NO

10. Do you ensure the personal data are preserved for no longer than is required for the purpose for which the information was collected, acquired, or further processed? Do you have procedures to store the data separately or remove identifiers from data records once they are no longer needed?

11. Is there a clear statement on how long personal data are retained?

YES NO

12. Are there procedures in place to allow data subjects to exercise their rights as provided by the applicable laws and regulations?

YES NO

13. Are there security protocols in place for each data set that protect against risks such as loss, unauthorised access, destruction, use, modification, or disclosure?

YES NO

14. In case of a breach, can you provide affected data subjects with a description of the nature of the breach and the likely consequences?

YES NO

15. Do you have defined rules and procedures governing the use and disclosure of personal data?

YES NO

16. Are the conditions under which personal data may be disclosed clear and unambiguous?

YES NO

17. Is your staff aware of your organisation's policies and procedures and trained in how to implement them?

YES NO

18. If personal data is to be transferred from one jurisdiction to another, or if data is collected across borders, is it done in such a way that it meets the data protection requirements in both the origin and destination jurisdictions?

YES NO

19. Is information about your privacy and personal data protection programme readily available and in a form that is easily understood by participants?

YES NO

20. Is the identity and responsibility of the data controller clear?

YES NO

21. Is it clear that the data controller is accountable for personal data under their control regardless of the location of the data?

YES NO

22. Does your project utilise cloud-based infrastructure?

YES NO

23. Do you safeguard the identity of the participants before storing or sharing the data related to the project?

YES NO