

Performology Privacy Notice

Last updated: September 2025

This notice tells you how we look after your personal data when you visit our website at <https://performology.global/> (**Website**) or when you participate in interviews, recordings, transcripts, surveys, or related activities (together, the **Service**).

In some cases, we may process your personal data on behalf of your employer (as a data processor), rather than as an independent controller. Where this is the case, your employer will be the data controller responsible for how your information is used, and you should also refer to their privacy notice.

This Notice sets out what information we collect about you, what we use it for and who we share it with. It also explains your rights and what to do if you have any concerns.

We may sometimes need to update this notice. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

1. Who we are and other important information

We are Performology Ltd, registered in England and Wales with company number 16149813 whose registered address is 71-75 Shelton Street, Covent Garden, London, WC2H 9JQ (**Performology, we, us or our**).

For all visitors to our Website, Performology is the **controller** for your information (which means we decide what information we collect and how it is used). We are registered with the Information Commissioner's Office (ICO), the UK regulator for data protection matters, under number ZB929249.

2. Contact details

If you have any questions about this privacy notice or the way that we use information, please get in touch by email at info@performology.global.

3. The information we collect about you

Personal data means any information which does (or could be used to, identify a living person. We have grouped together the types of personal data that we may collect and where we receive it from below:

Performology Ltd

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Registration No: 16149813 | VAT No: 487671927

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Type of Personal Data	Received from
 Identity Data – name, date of birth, job title, gender	• you • our Client
 Contact Data – email address, telephone numbers, home address, social media profile	• you • our Client
 Feedback – information and responses you provide when completing surveys and questionnaires	• you
 Technical Data – internet protocol (IP) address, browser type and version, time zone setting and generic location, browser plug-in types and versions, operating system and platform on the devices you use to access our Website	• you (via cookies and similar technologies)
 Usage Data – information about your visit to our Website including the clickstream to, through and from our site, reports, information you viewed or searched on our Service, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling and methods used to browse away from the page)	• you (via cookies and similar technologies)
 Marketing Data – information you submit to confirm whether you wish to receive marketing from us and which method you prefer to be contacted by (e.g. text, email)	• you • our Client

We may anonymise the personal data we collect (so it can no longer identify you as an individual) and then combine it with other anonymous information so it becomes aggregated data. Aggregated data helps us identify trends (e.g. what percentage of users responded to a specific survey). Data protection law does not govern the use of anonymous data and the various rights described below do not apply to it.

4. How we use your information

Performology is required to identify a legal justification (also known as a **lawful basis**) for collecting and using your personal data. The most relevant of these to us are where we use your personal data to:

- pursue our **legitimate interests** (our justifiable business aims) but only if those interests are not outweighed by your other rights and freedoms (e.g. your right to privacy);
- comply with a **legal obligation** that we have; and

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- do something that you have given your **consent** for.

The table below sets out the lawful basis we rely on when we use your personal data. If we intend to use your personal data for a new reason that is not listed in the table, we will update our privacy notice.

Purposes	Justification
Taking steps to enter into the contract with our Client	Legitimate interests (necessary to conclude our contract with such organisation and obtain contact details for key contracts)
Providing our service to our Client	Legitimate interests (necessary to fulfil our service contract with our Client)
Asking you to participate in surveys, interviews and other types of feedback	Where the survey, interview or other types of feedback are compulsory: legitimate interests (necessary to fulfil our service contract with our Client) Where the survey, interview and other types of feedback are optional: consent
Sending you marketing communications	Consent Legitimate interests (where your email address belongs to an organisation which is a corporate body)
Providing insight on how our products and services are being used	Legitimate interest (necessary to improve and optimise our products and services) Legitimate interests (to provide our Clients an overview of their users' engagement with the service)
Administering and protecting products, services and systems	Legitimate interests (necessary to provide our products and services, monitor and improve network security and prevent fraud)
Handling requests for technical support and other queries	Legitimate interests (necessary to fulfil our service contract with our Client)

5. Marketing

Our marketing messages always include a link so that you can unsubscribe at any time.

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6. Who we share your information with

We share (or may share) your personal data with:

- **Our personnel:** Performology employees (or other types of workers) who have contracts containing confidentiality and data protection obligations.
- **Our Clients:** we have a service contract and data processing agreement in place with all our Clients which sets out what information we provide to them as part of our services. We always act in accordance with their instructions when we are processing data on their behalf.
- **Our supply chain:** other organisations help us provide our services Webflow (<https://webflow.com>) who host our Website and provide analytics services. We ensure these organisations only have access to the information required to provide the support we use them and have a contract with them that contains confidentiality and data protection obligations.
- **Regulatory authorities:** such as HM Revenue & Customs, the UK tax authority.
- **Our professional advisers** such as our accountants or legal advisors where we require specialist advice to help us conduct our business.

7. Where your information is located or transferred to

We will only transfer information outside of the UK where we have a valid legal mechanism in place (to make sure that your personal data is guaranteed a level of protection, regardless of where in the world it is located, e.g. by using contracts approved by the European Commission or UK Secretary of State).

8. How we keep your information safe

We have implemented security measures to prevent your personal data from being accidentally or illegally lost, used or accessed by those who do not have permission. These measures include:

- access controls and user authentication
- internal IT and network security
- regular testing and review of our security measures
- staff policies and training
- incident and breach reporting processes

If there is an incident which has affected your personal data and we are the controller, we will notify the regulator and keep you informed (where required under data protection law). Where we act as the processor for the affected personal data, we notify the controller and support them with investigating and responding to the incident.

9. How long we keep your information

Where we act as the controller, we will only retain your personal data for as long as necessary to fulfil the purposes we collected it for.

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To decide how long to keep personal data (also known as its **retention period**), Performology considers the volume, nature, and sensitivity of the personal data, the potential risk of harm to you if an incident were to happen, whether we require the personal data to achieve the purposes we have identified or whether we can achieve those purposes through other means (e.g. by using aggregated data instead), and any applicable legal requirements (e.g. minimum accounting records for HM Revenue & Customs).

We may keep Identity Data, Contact Data and certain Marketing and Communications Data (specifically, any exchanges between us by email or any other means) for up to six years after the end of our contractual relationship with you or your organisation to help us bring or defend any legal proceedings.

If you are not a Client and you browse our Website, we keep personal data collected through our analytics tools for two years from the date of your last visit.

If you are not a Client and you have asked for information from us or you have subscribed to our mailing list, we keep your details until you ask us to stop contacting you or three years where you have not interacted with our marketing communications.

10. Your legal rights

You have specific legal rights in relation to your personal data.

It is usually free for you to exercise your rights and we aim to respond within one month (although we may ask you if we can extend this deadline up to a maximum of two months if your request is particularly complex or we receive multiple requests at once).

We can decide not to take any action in relation to a request where we have been unable to confirm your identity (this is one of our security processes to make sure we keep information safe) or if we feel the request is unfounded or excessive. If this happens we will always inform you in writing.

We may charge a fee where we decide to proceed with a request that we believe is unfounded or excessive.

We do not respond directly to requests which relate to personal data for which we act as the processor. In this situation, we forward your request to the relevant controller and await their instruction before we take any action.

Your legal rights



Access: You must be told if your personal data is being used and you can ask for a copy of your personal data as well as information about how we are using it to make sure we are abiding by the law.



Correction: You can ask us to correct your personal data if it is inaccurate or incomplete. We might need to verify the new information before we make any changes.

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Your legal rights



Deletion: You can ask us to delete or remove your personal data if there is no good reason for us to continue holding it or if you have asked us to stop using it (see below). If we think there is a good reason to keep the information you have asked us to delete (e.g. to comply with regulatory requirements), we will let you know and explain our decision.



Restriction: You can ask us to restrict how we use your personal data and temporarily limit the way we use it (e.g. whilst you check that the personal data we hold for you is correct).



Objection: You can object to us using your personal data if you want us to stop using it. We always comply with your request if you ask us to stop sending you marketing communications but in other cases, we decide whether we will continue. If we think there is a good reason for us to keep using the information, we will let you know and explain our decision.



Portability: You can ask us to send you or another organisation an electronic copy of your personal data.



Complaints: If you are unhappy with the way we collect and use your personal data, you can complain to the ICO or another relevant supervisory body, but we hope that we can respond to your concerns before it reaches that stage. Please contact us at info@performology.global

If you wish to make any of the rights requests listed above, you can reach us at info@performology.global.

11. Our cookie policy

We use cookies and similar technologies on our website. A cookie is a small text file that is placed on your device when you visit our site. Cookies help us make our site work properly, improve your experience, and provide relevant content.

Types of cookies we use

- Essential cookies – These are necessary for the website to function (e.g. security, page navigation). You cannot opt out of these.
- Analytics cookies – These help us understand how visitors use the site (e.g. which pages are visited most often) so we can improve it.
- Marketing cookies – These may be set by us or by third-party providers to deliver relevant advertising.

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When you first visit our site, you will be asked whether you accept non-essential cookies. You can change your choice at any time by using our cookie banner or by adjusting your browser settings. Please note that blocking some types of cookies may affect how the website functions.

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