

OVERVIEW

Helical Research is a market research consultancy with its corporate headquarters in California. Helical Research provides market research services to our clients so that they can make better strategic decisions. Research projects include quantitative surveys and qualitative interviews, discussion groups, or online bulletin boards.

This policy outlines the commitment of Helical Research to protect the privacy of our clients and research participants. Helical Research will, alongside any third parties used, establish and maintain business procedures that are consistent with this policy.

CLIENT CONFIDENTIALITY

All information we receive from our clients is kept confidential and only used to help us fulfill our market research obligations to them. We keep client information secure and prevent the misuse and unauthorized disclosure of it by third parties by ensuring all parties sign Non-Disclosure Agreements (NDAs). In addition, we do not publicize our client roster on our website or any collateral material. If we are asked by prospective clients for references, we reach out to current client contacts and ask for permission and agreement before disclosure.

PARTICIPANT INFORMATION

In the course of conducting marketing research, Helical Research may have access to or gather data from individuals who are being contacted for research purposes or who have agreed to participate in research. The personal information collected is used for market research purposes only, and will not be used by any associated party as a sales tool.

- In some cases, clients may provide Helical Research with lists containing personal information. We require that all clients have abided by CCPA guidelines; as such, these clients are responsible for information privacy and sourcing (Helical does not have liability in this instance).
- Data is typically collected using surveys (online, paper, or phone), discussion groups (online or in-person) or interviews (online, phone, or in-person) involving consumers and business professionals.
- Helical Research may disclose personal information to third party vendors/research suppliers who are helping Helical Research with the market research project. Third party vendors/research suppliers would include survey programmers, data collection agencies, recruiters, market research facilities, platform providers, statisticians, transcriptionists, graphic designers, and translation agencies. Any third party vendor/research supplier engaged by Helical Research is required to adhere with this privacy policy.

Research participation is voluntary, and as such participants always have the opportunity to decline involvement or 'opt out.'

DATA COLLECTION AND USE

- Contact information includes information such as first and last name, postal address, email address, and telephone number. This information is collected in order to allow Helical Research and/or our partners to contact research participants and potential participants in relation to a research project. This information is retained for the length of the research project or on an ongoing basis if part of an ongoing research panel. When contact information is sent to our partners/to us, we request that it is sent using a password-protected file and/or sent via secure portal.
- Self-reported data is typically reported in the aggregate, whether as a report of findings or data tabulations. However, there are times when the client requests the full dataset or particular participant responses (e.g., interview transcripts); in these cases, we will:
 - Remove all contact information from those files before issuing to the client; or
 - In the event that personally-identifiable information is to be shared with a research client or its affiliates, the participant will be notified prior and provided an opportunity to opt-out of participation or discontinue with the research.
 - This information would be sent using a password-protected file and/or send via secure portal
- Audio recordings from interviews or discussion groups (online, phone, or in-person) are transcribed to aid report writing; they are also supplied to the client and/or any agencies that working for the client, to be used for internal market research purposes only. Likewise, video recordings are supplied to the client and/or any agencies who are working for the client, to be used for internal market research purposes only. Additionally, these videos may be sent to a video editing company.
 - To transfer files between us, clients, platforms, editing companies, and transcriptionists, we use the client portal, box.com, opentext.com, or video.2020research.com.
 - When transcripts are returned to us, we remove any contact information from the transcripts and save the files as .pdf before sending them to the client.
 - All audio and video recordings are sent to the client and at the close of a given research project close, and are then removed from our system.

INFORMATION SECURITY

Helical Research will maintain the security of personally-identifiable information, and protect the integrity of such information, with a commercially reasonable and appropriate degree of care. Any personally-identifiable information transferred to a third party acting as our vendor or research supplier may only be used for that specific research project, and the third party is required to provide at least the same level of privacy protection as Helical Research.

DATA RETENTION

We aim to retain any personally-identifiable information for the minimal time required. Our goal is to remove any personally-identifiable information from our network and email server pertaining to a specific research project when the research project is closed and the client has agreed all requirements have been met.

DATA PROTECTION OFFICER

If you are concerned about our use of personally-identifiable or contact information, please contact us by email at charley@helicalresearch.com or by phone at 714 907 0898.

PRIVACY POLICY UPDATES

If we modify this privacy policy, we will post those changes here and any other place we feel is appropriate.