

Privacy Policy

This Privacy Policy explains the practices employed by The Origin Lounge in collecting and using your information when you use this site and the ways in which you can influence these.

The Origin Lounge will collect various types of information about through you use of this website to process your requests, to provide a more personalised web-surfing and interactive experience and to help us improve the services we offer. In doing this we may also collect anonymous information about you through the use of cookies. The Origin Lounge will be the Data Controller of any personal data we collect about you.

What information do we collect about you?

In order to process your activity on the Origin Lounge website, it may be necessary to collect personally identifiable information about you. The type of personally identifiable information that may be collected includes, but is not limited to: your name, address, e-mail address and telephone number. You may also be asked to provide additional (non-mandatory) pieces of information for our research purposes or choose to provide information by making a posting on the forum. This information will be treated in accordance with the Market Research Society Code of Conduct.

In addition, we may collect anonymous information about you and your website usage through the use of cookies. Such information will not be personally identifiable to you. If you choose, you may opt out of allowing our cookies to collect information about you. For further information please go to the section on cookies [here](#).

How will we use the information about you?

We will use the personal information you provide to us for the market research purposes and to provide an engaging forum. We may also use this information to communicate with you directly, for example to notify you in the event you have won a competition or to contact you in relation to an account you hold with us.

We will use the anonymous information we collect about you to analyse web usage and compile aggregate statistics about our users. We will use this non-personally identifiable information, for marketing purposes and to enable us to provide a more personalised internet experience. For further information please go to the section on cookies below.

We undertake only to use the data you supply to us according to the following conditions:

1. We will not rent or sell any data which may personally identify you to any third party other than our partner, Vision Critical Research Solutions.
2. You will never receive communications from any third party (other than Vision Critical) as a result of using the Origin Lounge site, participating in Origin Lounge research activities or becoming an Origin Lounge community member, unless you specifically opt to do so.
3. Your data may be disclosed to clients for research purposes. Such data will only be supplied in anonymised, non-attributable form such that no party external to the Origin Lounge could use the data to personally identify you, or contact you by any means.

4. Your anonymised data may be disclosed to business associates, marketers or advertisers for the promotion of the Origin Lounge services. By way of example, we may disclose to an advertiser the percentage age groups of our Members. Such data will be supplied in anonymised, non-attributable form such that no third party could use the data to personally identify you, or to contact you by any means.
5. Anonymised research results may also be released into public domain. This is typically in aggregate form (eg. 20% of respondents said blue was their favourite colour) and will not result in the disclosure of any personal identifying information.
6. The accessing and processing of personal data by The Origin Lounge personnel will be restricted to business requirements including, but not necessarily limited to:
 - a. Research data analysis
 - b. Community communications
 - c. Fulfilment of prizes and payments
 - d. Technical processing
 - e. Addressing of queries, technical problems or complaints
7. You are responsible for maintaining the confidentiality of your login information (your username and password). You are fully responsible and agree to indemnify the Origin Lounge against all activities (including for the avoidance of doubt, the activities of persons other than yourself) that occur under your login or account. You must ensure the full exit from your community-based access at the end of each session (this is particularly important for those using a shared computer).
8. We cannot ensure that private communication and other identifiable personal data will never be disclosed in ways not described in this section. By way of example (without limiting the foregoing) we may be forced to disclose the data to a government agency lawfully requesting the same or to any court acting in pursuance of its powers. We reserve the right to and you hereby agree to allow us to disclose any information about you to law enforcement, government officials or to any court or court officials as we in our sole discretion believe necessary or appropriate.

Nothing in this Privacy Policy relating to the confidentiality of information shall prevent or hinder the Origin Lounge from complying with its legal obligations as to disclosure or otherwise under the Data Protection Act 1998 and any other applicable regulations.

How do we protect your information?

Once we have received your data we will ensure that it is treated with the utmost respect. Your data will be stored a secure server within the UK. We follow strict security procedures in order that the data we collect is stored and disclosed appropriately and securely.

Unfortunately the transmission of information via the internet is not completely secure. Although the Origin Lounge will do its best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk.

Other Websites

Please note that clicking on links on our website may result in your transferral to another website, where data privacy practices may vary to that of the Origin Lounge. If transferred to another site you should consult their privacy policy as we are not responsible for and have no control over information that is submitted to or collected by these third parties.

Changes to our privacy policy

The Origin Lounge keeps this privacy policy under review and may update it at any time. Any updates will be made on this page so that you can always find out what information we collect, how we use it and under what circumstances we will disclose it.

How to contact us

If you have any queries relating to the Origin Lounge Privacy Policy please contact us by writing to The Origin Lounge, Time Inc. (UK) Ltd, Blue Fin Building, 110 Southwark Street, London SE1 0SU or email to [**support@theoriginpanel.co.uk**](mailto:support@theoriginpanel.co.uk).