

Teacher Panel Privacy Notice

Insightful Research Last updated: 21st September 2026

This notice explains how Insightful Research collects and uses your personal information when you join our Teacher Panel. Please read it before signing up.

Who we are

Insightful Research is a market research consultancy based in Cambridge. We run the Teacher Panel ourselves, which means we are the **controller** of your personal information: we decide what is collected and how it is used.

Contact: Jill Elston, Director Email: jill@insightfulresearch.co.uk

ICO registration number: ZA349584

What the Teacher Panel is

The Teacher Panel is a group of teachers and school staff who have agreed to be contacted about taking part in research. Joining does not commit you to anything. Each time we have a project that might suit you, we will email you with details, and you decide whether to take part.

Taking part is always voluntary, and you can leave the panel at any time.

What information we collect

When you sign up:

- Your name, email address and phone number
- Your job title, role, subject and phase or key stage
- The school you work in

When you respond to a project invitation:

- Your answers to short screening questions, which help us check whether a project is suitable for you
- Any updates you give us to your job or school details

When you take part in research:

- Records of which projects you were invited to, whether you took part, and whether you attended booked sessions
- Information needed to pay your thank-you incentive

We do not ask for sensitive information such as your health, ethnicity, religion or political views as part of panel membership. If a particular project needs anything like this, we will explain why and ask for your separate agreement at the time.

Information from public sources. We link your school to publicly available information published by the Department for Education (Get Information About Schools), such as school phase, type, region and trust. This is information about the school, not about you, and it saves us asking you questions we can look up.

How we use it, and our lawful basis

What we do	Why	Lawful basis
Keep you on the panel and invite you to relevant research	So you hear about projects that suit you	Your consent , given when you sign up. You can withdraw it at any time.
Send a welcome email when you join	To confirm your details and that your email address works	Consent
Screen you for a specific project	To check whether you match what the research needs	Consent
Keep a record of projects you have been invited to, taken part in or attended	So we do not contact the same people too often, and can recruit fairly and reliably	Our legitimate interests in running a well-managed panel. We have considered your interests and believe this record benefits panel members as well as us.
Keep your details up to date	So the panel is accurate	Legitimate interests
Pay your incentive and keep payment records	To thank you for taking part, and to meet accounting and tax requirements	Legal obligation

Decisions about who is invited to take part in a project are made by people, not by automated systems.

Who can see your information

Our team. Our director and our business manager, who administer the panel.

Freelance researchers. Researchers who conduct interviews on our behalf see only what they need to run your session, such as your job role and your answers to screening questions. They are bound by confidentiality and data protection obligations in their contracts with us.

The organisations that commission research. We do **not** share your name, contact details or identity with the organisations we carry out research for, unless you give us your explicit agreement for a specific project. Research findings are reported without identifying you.

Our service providers. We use trusted providers to store and manage panel data and to run our forms, email and scheduling. These are:

- Airtable (panel database)
- Fillout (sign-up and screening forms)
- Google Workspace (email and file storage)
- Calendly (booking interviews)
- Ayda (payment [provider for paying incentives])

Each provider acts only on our instructions, under a data processing agreement.

We will never sell your information.

Transfers outside the UK

Some of our service providers are based in, or store data in, the United States. Where your information is transferred outside the UK, we make sure it is protected by safeguards recognised under UK law, such as the UK International Data Transfer Agreement, the UK Addendum to the EU Standard Contractual Clauses, or the UK Extension to the EU-US Data Privacy Framework where the provider is certified under it.

You can ask us for more information about these safeguards using the contact details above.

How long we keep it

- **While you are an active panel member**, we keep your details and your participation history.
- **If you have not responded to any invitation for 24 months**, we will contact you to check whether you would like to stay on the panel. If we do not hear back within 3 months, we will remove you and delete your details.
- **If you ask to leave**, we will delete your details within 30 days.

- **Payment records** are kept for 6 years, as required for accounting and tax purposes, even after you leave the panel.

Your rights

You have the right to:

- **Withdraw your consent** and leave the panel at any time
- **Access** the information we hold about you
- **Correct** anything inaccurate or incomplete
- **Ask us to delete** your information
- **Restrict** or **object to** how we use it
- **Receive a copy** of your information in a portable format

To use any of these rights, or simply to leave the panel, email jill@insightfulresearch.co.uk. We will respond within one month.

Making a complaint

If you are unhappy with how we have handled your personal information, please tell us first so we can put it right. You can complain by emailing jill@insightfulresearch.co.uk. We will acknowledge your complaint within 30 days and look into it without undue delay.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK's data protection regulator, at ico.org.uk/make-a-complaint or on 0303 123 1113.

Changes to this notice

We may update this notice from time to time. If we make significant changes, we will let panel members know by email.