

Footdown Sensemaking™ User Privacy Q&A

1. What data do you hold about me?

1.1. In working with Footdown, your organisation will provide us with your name, email addresses and may provide demographic information about you, for example: your department, location, position / grade.

2. How do you use this data?

2.1. Footdown will use this data to set up surveys on behalf of your organisation, contact you to collect your responses and report the findings back grouped according to demographics.

3. What questions will you ask me?

3.1. We will be asking you a series of questions about your opinion of the organisation you work for. Unlike an engagement survey, these questions are looking for your opinion of the day-to-day operations of your organisation. The questions are deliberately binary (agree / disagree) to elicit your intuitive response, the survey is designed to take around 5 minutes (or less) to complete.

4. What format are my responses shown in?

4.1. Footdown will collate your responses, along with those from your colleagues, and present these back to the organisation in heuristic (graphical) form.

5. Will my organisation be able to view my individual responses?

5.1. No. Firstly, when presenting the results back to an organisation Footdown does not share the responses to each individual question but instead from a collection of questions to form a graphical representation. Secondly, even within these graphical representations we will only show responses for groups of five colleagues or more unless you have given us explicit instruction that your results can be shared in a smaller group.

6. Is my data stored safely?

6.1. Yes, Footdown has the appropriate cloud security in place to ensure the safe keeping of your data. For more information, please view our Cloud Security Policy.

7. How long will you keep my information for?

7.1. We will keep your data for a period of 6 months prior to the last engagement you had with Footdown unless you have notified us that you would like it removed before this.

8. Will you pass any of this information onto third parties?

8.1. No, we will never pass information about you to any third parties. We may allow our technology partners* to view a collection of anonymised results, but these would be anonymous in terms of both the organisation the data comes from and also the individuals working there who have contributed to the surveys.

**Technology Partners refers to organisations Footdown partners with to conduct research and product development with as well as our licensed reseller partners. It does not include marketing partners and your information will not be passed on or used for marketing purposes.*