

# Customer Panel



## Your Personal Data

### How Skipton Building Society will use, share and keep your personal data

We (Skipton Building Society) are the data controller responsible for the safe keeping of your data which will be used to:

- Manage your membership of the Customer Panel and analyse survey responses to understand your and other customers' needs and circumstances, what you like about Skipton and any improvements you think could be made
- Provide updates on the outcome of the research and how this has been implemented
- Administer prize draws, including notifying the winner by email or phone, and asking them to confirm acknowledgement of being selected as the winner
- Provide the title and surname of the winner to other entrants and other enquirers where requested by them

We will keep and store your personal data securely in relation to your membership of our Customer Panel only for as long as you are a member of the Panel. If you provide information about an impairment, disability or long-term condition or other special category data this will be held for up to 2 years, with your permission. After which time the data will be deleted and any survey responses anonymised. We use a unique personal identifier which is linked to your survey responses. This will be used by Skipton for analysis purposes only, or for administering the prize draw.

Customer Panel surveys are hosted on a secure site ('skipton.researchfeedback.net') by a third party provider called Snap Surveys, and you will not be asked to provide any personal information. Snap Surveys uses cookies so please read their privacy policy to check you're happy to allow these on your device.

### Your rights

You have a right to:

- Be told what personal data we collect, use, hold, share and keep about you, this is the purpose of this privacy notice
- Request details of the personal data we hold about you
- Request erasure
- Object to the use of your personal data by e-mail: [customerinsight@skipton.co.uk](mailto:customerinsight@skipton.co.uk), or telephone: 0800 055 6898
- Complain to the Information Commissioner's Office

For more information about how we use your personal data, who we share it with and why, how long we keep it, the lawful bases that apply, your rights and how to exercise them please refer to our Data Privacy Notice at [skipton.co.uk](http://skipton.co.uk), ask at your local branch, call us on 0345 850 170 or write to the Data Protection Officer at the address below.

Skipton Building Society  
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The Bailey  
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BD23 1DN

## Terms & Conditions

### Purpose of the panel:

The Customer Panel consists of a cross-section of customers who have agreed on a voluntary basis to provide feedback to Skipton Building Society.

### Membership of the panel:

To qualify for the panel you must be a current Skipton Building Society savings or mortgage customer aged 18 or over. If you cease to be a member of Skipton Building Society we will remove you from the panel. Otherwise, membership will continue unless you ask to retire from the panel. You can opt out at any time by emailing [customerinsight@skipton.co.uk](mailto:customerinsight@skipton.co.uk)

By agreeing to join the panel you agree that Skipton Building Society can use the results of research exercises, including your ideas, to feed into the development and improvement of Skipton's products, service and communications. Any information you provide about yourself will be used for research purposes only, and not for sales or marketing. The panel will be operated in accordance with the Market Research Society Code of Conduct.

### How the panel works:

You will be invited to take part in a number of research exercises throughout the year, depending on the type of research that is taking place. You may not be invited to take part in every piece of research which is carried out. Participation is entirely voluntary and members can choose not to participate in any research project that they are invited to take part in.

Members will be invited to participate in research on an ad hoc basis. They will usually be contacted by email to invite them to participate in research, but you may also be contacted by post or telephone. You can choose to opt out of email, postal or telephone contact if you would prefer, though this may restrict participation. Members will be updated on the outcome of research and how this has been implemented through quarterly email newsletters or annual newsletters.

*Continued overleaf*

## Terms & Conditions *(continued)*

### Rewards for participating:

Skipton Building Society may at its sole discretion offer rewards for participation in research or entry into free prize draws. Terms and conditions for any incentives will be clearly outlined.

Call in | Talk to us today | Visit  
**branch | 0345 850 1700 | skipton.co.uk**



Skipton Building Society is a member of the Building Societies Association. Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority, under registration number 153706, for accepting deposits, advising on and arranging mortgages and providing Restricted financial advice. Principal Office, The Bailey, Skipton, North Yorkshire BD23 1DN.