

# Customer Panel

## 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 Building Society'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 you can choose not to participate in any research project that you are invited to take part in. You will be invited to participate in research on an ad hoc basis. You will usually be invited by email to participate in research, but you may also be contacted by post or telephone. You can choose to opt out of postal or telephone contact if you would prefer, either by letting us know when you join or by emailing [customerinsight@skipton.co.uk](mailto:customerinsight@skipton.co.uk) at any time. You will be updated on the outcome of research and how this has been implemented through email newsletters which you will receive no more than 4 times a year.

### Rewards for participating:

At our sole discretion, we may offer rewards or entry into free prize draws for participation in research. Terms and conditions for these or any other incentives will be clearly outlined at the time of offer.

### 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 or other incentives outlined in your invitation, including notifying the winner by email or phone, and asking them to confirm acknowledgement of being selected as the winner.

We use a unique personal identifier to link your survey responses to other information we hold about you. We do this for analysis purposes and for administering the prize draws or incentives. If you provide information about an impairment, disability or long-term condition this will be held for up to two years, with your permission. After this time the data will be deleted and any survey responses anonymised. All other survey data will be anonymised after 6 years.

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 information that identifies you directly when taking part in surveys.

**Your rights**

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](https://www.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.

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