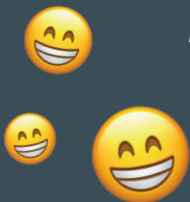


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How to make your chat surveys

GDPR COMPLIANT

A short guide for market researchers




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INTRODUCTION

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ABOUT THE AUTHOR

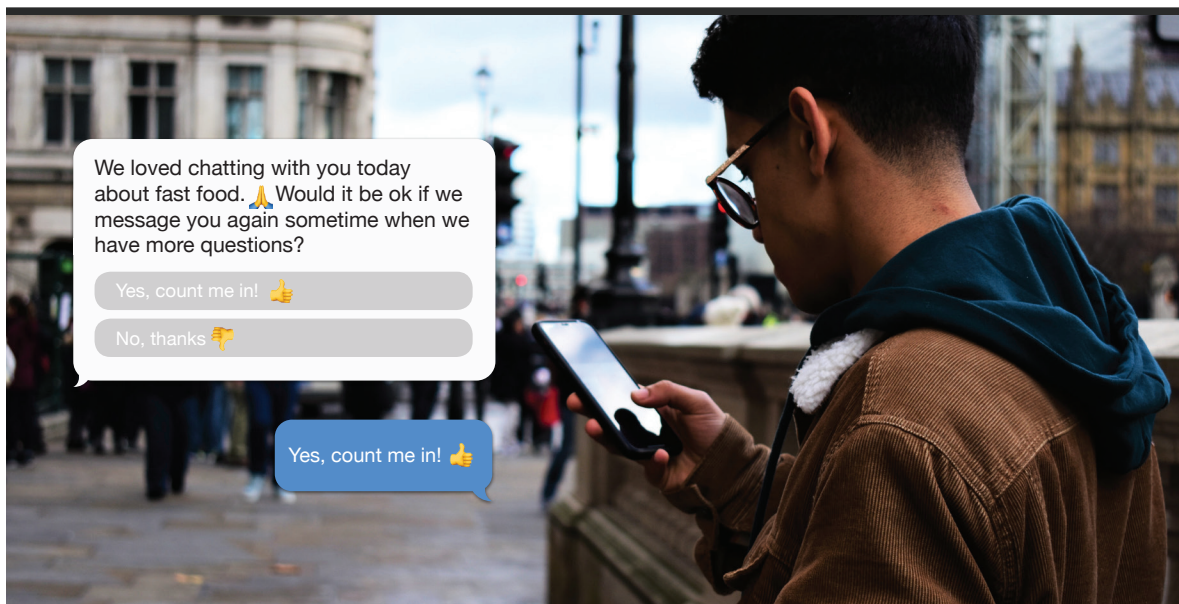
Are your surveys GDPR-compliant?

The General Data Protection Regulation (GDPR) came into effect in the UK and all EU Member States on May 25, 2018. Any survey that you send to customers, fans or employees in the EU needs to comply with this regulation. In this short guide, I'll share some tips and best practices to help you ensure that your chat surveys adhere to the GDPR.

Just a disclaimer: Since I am not a lawyer or a data privacy expert, the tips presented here should be viewed as general information and recommendations only. 😊 This is not legal advice and should not be relied on as such.



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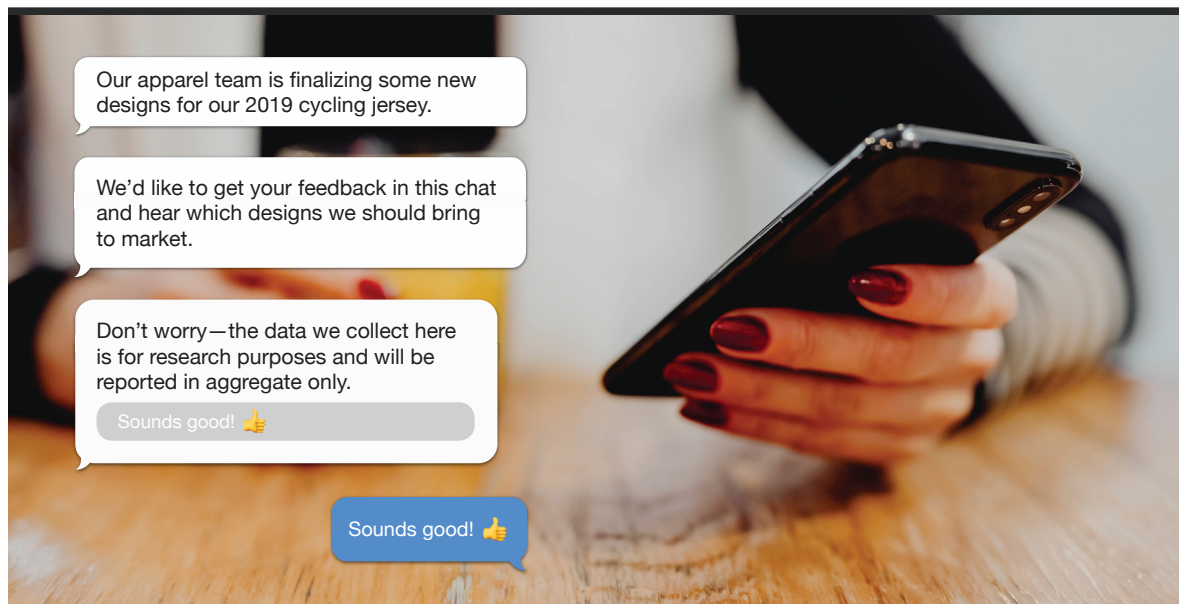


Get consent

A key tenet of the GDPR is asking for explicit consent. This means research participants need to voluntarily opt-in to get future communications from you. Ask for consent when people do your first chat. If people refuse to provide consent, you can't collect any data from them and must end the chat there.

Link to your privacy policy

When asking for opt-in consent, you must give all chat respondents a chance to review your privacy policy. This is easy—simply link to your policy from the chat. Your privacy policy should be clear, concise, detailed and informative. Avoid legalese—use plain and friendly language people will easily understand.



Be transparent

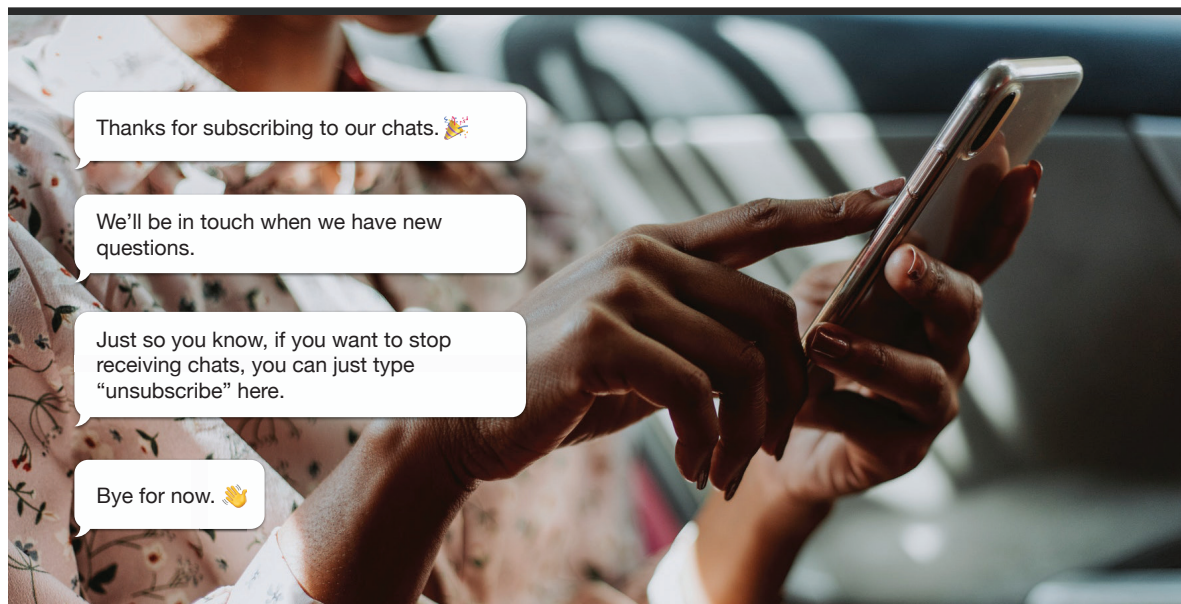
Be specific about how the data collected will be used. For the purposes of a chat survey, we usually tell clients to explain that it's for research purposes and will be reported on in-aggregate only.

Let people request a copy of their personal data

GDPR requires that your privacy policy include contact information for the respondent to request:

- A copy of their personal data
- A deletion of their personal data from your system
- A change to their personal data

If you receive requests like these, you need to fulfill it within a reasonable period of time.



Let people unsubscribe

Respondents should always have the ability to opt-out of your research activities. In our platform, Chat Lab, this functionality is baked in. People subscribed to your chats can easily opt out by typing “unsubscribe” at any time. This is information we share with people when they opt-in to chats the first time.

Anonymize data when sharing

Protecting respondent data should go beyond your activities in Chat Lab. Ensure that when you’re sharing any data electronically, it is anonymized. In other words, remove any personal data or personally identifying information (name, date of birth, contact information, address, IP address)

RELATED RESOURCES



If you'd like to learn more about the GDPR and its implications for market research and insights, I recommend the following resources:

[The Information Commissioner's Office's guide](#)

[FAQs from the Market Research Society \(MRS\)](#)

[GDPR guidance \(PDF\) from ESOMAR](#)



JULIA MORTON

Customer Success, Rival Technologies

Julia Morton leads the customer success practice at Rival Technologies. In this role, she helps insight leaders from Fortune 500 brands adopt and maximize the value of emerging conversational research technologies. From recruitment for mobile agile communities to ongoing research projects, Julia plays a key role in delivering the best possible experience to Rival customers.

In her eight years in the industry, Julia has seen firsthand the decline of traditional survey methods—a massive problem that impacts the respondent experience and the quality of insight and data companies get from customer feedback. Julia recognizes the power of research to help companies make better business decisions and to give customers a seat at the table, and she is excited to help Rival bring a much-needed disruption to the industry.

Prior to joining Rival, Julia held senior roles at Maru/Matchbox and Vision Critical. Julia also has a Journalism degree from Carleton University and began her career in the media industry.

RETHINK YOUR RESEARCH

Book a demo with us to learn how chat,
voice and video technology can help you
capture rich, real-time insights

A full-page background image featuring an astronaut in a white spacesuit standing on the lunar surface. To the left, a large satellite dish is visible. To the right, a red flag with the word 'RIVAL' in white capital letters is planted in the ground. The scene is set against a dark, cratered lunar landscape under a black sky.

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