

Privacy Policy
Policy number: SAPAC0103 (version 4.0)

Updated November 2023

1.0	Policy
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2.0	Purpose
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Revision	Date
1.0	06/06/2018
2.0	07/10/2020
3.0	24/04/2022
4.0	10/11/2023

1.0 Policy

1.1 Strativity Group takes information and data privacy seriously. During client engagements Strativity may be privy to a range of confidential data either relating to the client directly, or in the form of customer details – i.e. customers of the client. These are typically obtained for use in primary field research. Strativity commit to ensuring the privacy and protection of any such information.

1.2 When in receipt of confidential client information Strativity Group team members shall:

1.2.1 Treat all information received from clients (and their customers) as confidential information, and will manage such information when received in document form according to Strativity’s document management process “Strativity Group Document Management Process v1.2”.

1.2.2 Never pass on or otherwise share client or customer information with persons outside of Strativity Group of the project manager/key stakeholder of the project for which Strativity has been engaged.

1.2.3 Take due care never to leave or misplace any data storage devices (e.g. USB sticks) that may contain client information.

1.2.4 Destroy or delete any ‘end-user’ customer records that have been obtained from the client for the purpose of field research once the field research has been completed. The exception is where a client has specifically requested Strativity to retain details for later use – i.e. for follow up customer contact.

1.3 Strativity will never sell information about individuals to anyone else.

1.4 Strativity will retain client documents for a period of 4 years following an engagement, after which client-provided documents will be deleted or destroyed. Strativity will retain electronic copies of deliverables produced during an engagement which may have used confidential client information in their development.

1.5 Should a complaint or concern arise, Strativity will manage that complaint or concern via the related policy “Strativity Group Complaints Management Process v1.3”.

2.0 Purpose

Ensure the appropriate protection of client and research participant information during and following projects.



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Managing Director
Strativity Group 10/11/2023