Clarity4D

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Assessment Tool Privacy Statement

Statement of intent

Keeping your personal data private and secure is essential for you to have confidence in using the Clarity4D assessment tool. The tool only requests information from you that is strictly necessary for the assessment to take place. This information is held and managed by the organisation who has requested you complete the assessment. They must be licensed and accredited by Clarity4D, which includes a commitment to keeping your data safe.

This notice sets out what personal information is collected when you complete the assessment tool.

The Clarity4D assessment tool

Through our assessment tool, Clarity4D provide personality profiles designed to improve your understanding of different personality types and respective communication preferences. The Clarity4D model combines Ancient Greek philosopher Aristotle's four elements, with the work of the Swiss psychologist Carl Jung, who recognised that individuals have intrinsic preferences for the way they behave. We use the term 'colour energy' to avoid labelling anyone. We all have a mix of these colour energies within us. The Clarity4D profiles identify the energies for which we have a natural preference, and those we are less comfortable with, providing us with development goals and helping us to adapt our communication with those with different colour preferences.

A license is required to deliver these profiles, such as through a workshop or individual consultation. This license is obtained following accreditation training. This license may be held by people within your organisation, or external partners with whom they're working (we call these business partners). It is these licensed individuals who are responsible for using the tool and managing your data that is held within it.

Once you have completed the assessment, the business partner is able to access your report. The report is based on the information you complete. No third-party information is used. This enables them to understand what the report says so that they can give you meaningful feedback and the opportunity to develop. They will also share this with the connected organisation. The exact process will be explained to you prior to completing the assessment and allow you to ask any questions of them.

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The type of personal information collected

When you are given access to the Clarity4D assessment tool, you enter the following information:

- Your name, which you enter and will appear on your assessment report to enable you to be identified
- Your pronouns so that the report is grammatically accurate for you
- Your mobile number and email address so that they can send your completed report back to you
- Your job title to help understand where your role fits within the organisation.

As part of the assessment, you are asked your views on a series of statements to understand your preferences. This is used to produce your personalised profile.

How we get the personal information and why we have it

Clarity4D does not have access to your personal information when you use the assessment tool. Instead, it is managed by the affiliated business partner and/or your organisation. To understand how they store your data and to exercise your data protection rights, we recommend you read this statement alongside their privacy statement and policies.

The licensed business partner has access to your personal information to enable them to deliver the service as requested. This could include the delivery of workshops, coaching, personal and professional development support, and other services. They will share the data with your organisation as agreed under contractual obligations, your explicit consent, and in line with data protection requirements. Data must be kept securely in line with the contractual agreements they have with Clarity4D and to allow their ongoing licensing and accreditation. They can only access the data via secure login that is only active whilst they continue to be licensed. Should they no longer be accredited, systems access is removed. Login attempts are recorded and multiple failures result in a system lock out.

Your organisation is responsible for storing the data they receive in a secure way. Should you have any questions, including exercising your data rights, you should contact directly whoever has asked that you complete the assessment.

What data is collected depends on how you interact with the tool and the choices you make including the permissions you give. No third-party data is used. Neither is your information sold to third parties.

You can decline to provide personal data, such as your name or email address. However, the assessment tool requires some personal data from you to provide you with that service. If you choose not to provide the data requested, you will not be able to use the assessment tool. If you choose not to provide personal data when this is optional, some features may not work, such as personalisation.

The data outlined in the previous section is only used to produce your report and is the minimum amount of data that is required from you to complete the report. It is considered static data. That means it is not updated until and unless you complete another report and choose to update the data held. It is held on secure servers and continues to be accessible after your workshop unless you request to delete it.

Clarity4D stores the data at our secure data centre in Manchester, United Kingdom. Our security policies, rules and procedures are written to protect your data in line with industry standards and legal requirements. This is to stop unauthorised access, improper use or disclosure, modification without authorisation, as well as unlawful destruction and any accidental loss. We expect the same standards from those with whom we work.

We keep your information for a maximum of five years after the end of the relationship with us. We will then dispose your information securely.

Product support

To enable technical support, your organisation can provide Clarity4D with access. This may be delivered by a third party, subject to contract and strict data protection requirements. In this instance, Clarity4D is classed as a data processor under the data controller of the requesting organisation. They will be able to tell you what data is shared with us.

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How to complain

If you have concerns about the use of your data in the assessment tool, you should follow the requirements set out in the data protection and privacy policies of the licensed business partner or organisation that has requested you complete the assessment.

If you have any concerns about our use of your personal information, you can make a complaint to us at enquiries@Clarity4d.com. Our postal address is:

The Grey House
3 Broad Street
Stamford
Lincolnshire
PE9 1PG.

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

ICO website: https://www.ico.org.uk

We wish to make our publications widely accessible. Please contact us if you have any specific accessibility requirements.

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