



Glasgow Clyde College research 2021

Before participating in a research group, it is important that you understand the purpose of the research, what taking part involves, and what will happen with the data we collect from you. Please take time to read the following information carefully; we will ask you to confirm that you have read and understand this document prior to commencing the research group.

Purpose of the research

Brand Ignite has been commissioned by Glasgow Clyde College to undertake independent research to understand existing relationships with Glasgow Clyde College and explore response to propose new ideas about how Glasgow Clyde College presents itself in communications, marketing and other activity.

What does participation involve?

You are being asked to participate in an online research group about your relationship with Glasgow Clyde College and your thoughts to new ideas.

The research group will last about 1.5 hrs and will be held on an online video platform.

You can terminate at any point and/or decline to answer specific questions without giving a reason.

What personal data will be captured?

We will ask you to provide personal information prior to participation in the research group to enable us to contact you about the research. Within the research group itself you will not be asked to provide personal information; however, you may volunteer this information in response to a question where you deem it to be relevant. Any personal data provided will not be kept longer than is necessary for the purpose of the research and will not be shared with Glasgow Clyde College or any third parties.

Who will see my data?

Your responses will be recorded by Brand Ignite for analysis purposes. The responses will be saved using a unique identifier rather than your name on a secure network; only researchers at Brand Ignite working on the project will have access to it. All data will be reported anonymously, so it will not be possible for anyone to identify you on the basis of your responses.

Appropriate safeguards are in place at Brand Ignite for secure collection, storage, transmission and disposal of personal data in accordance with the General Data

Protection Regulation. Interview data will be deleted by no later than twelve months following the end the research (August 2021).

You can withdraw your consent for Brand Ignite to hold your personal data at any time without giving a reason; this means that if you change your mind we will remove any personal data disclosed throughout the course of the interview within 28 days. To do this please contact Brand Ignite using the contact details provided below.

Further information

If you have any questions about the purpose of this research, the data we will be collecting from you, why and how we plan to use the data, please contact:

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