



**visionslive**

## Data Anonymisation and GDPR

Prepared for:

Users of VisionsLive Online Focus Groups and  
Interviews, and Bulletin Boards and Communities

## GDPR rules

GDPR rules state that respondents Personal Information details must be anonymised by the Data Controllers (in this case all clients of VisionsLive having access to their own accounts on the VL platform(s)).

Whilst it is recognised in order to take part in market research studies respondents will be recruited and advised fully on what the supply of their email and other personal information details will be used for and where consent for this is fully given (not tacitly assumed), then the loading of the details into the platform and project is sanctioned and allowed under GDPR guidelines.

However, once the information is no longer required either for the sending out of links to the various research tools, and after required reporting has been accomplished and where appropriate sending of agreed incentive payments to the respondents email address or via bank transfer, postal cheque or other means, there is a duty placed on the Data Controller (account holder – not VisionsLive as Data Processor) to ensure that appropriate steps are taken to destroy or encrypt the links between the research data findings and the individual from whence the information has been gleaned in pursuit of research insight goals and objectives.

VisionsLive have provided simple and easily accessible tools within the platform to accomplish this task.

It is the responsibility of the account holder to access previous projects and apply the data anonymisation tool and going forward on any new ones created at a suitable and appropriate juncture. (This will vary according to the type of research applied as typically ad hoc Focus Groups may well be conducted over a period of less than a week, whilst longer Boards or mini-communities may take place over weeks, months or even years and so retaining respondents details may be necessary to be held for longer for purposes of resending invitations, interim report writing, incentivising etc).

Default timelines are entered as a backstop for when Data Anonymisation will be applied by the VisionsLive platform, however as the default setting for altering the respondents personal information is set as a safety net to leave the data unaltered unless actively one or more of the other settings are applied, it is incumbent on account holders to go into each project in turn whether existing as a visible project or in archives and activate these settings for them to take effect. The timing should also be assumed to take place at midnight on the date set according to GMT (not account holders time zone).

## To apply GDPR on a project in Live Sessions - Portal

### 1. Getting started

> Log in at <https://portalapp.visionlive.com> (if you can't remember your password use forgotten password link – remember to check junk/spam boxes).

### 2. Choosing your project

> Once you are in your account, please select the project from which you want to apply GDPR to.

Please note that in a project data anonymisation will only be allowed to proceed when all activities have been completed. This ensures that mistakes cannot be made in anonymisation tool being activated and run whilst live research is still in progress.

Therefore, to enable anonymisation if there are still upcoming sessions in a project, the activities must be completed or deleted (and re-made in a new project if necessary).

### 3. Select Project Anonymisation

> Click on the project you want to archive, then select 'Settings' on the top menu, and then 'Anonymisation'. Please find the example on the following page.

> Note: this setting defaults to 'Don't change' and the default end date set to 12 months.

Set the time as desired for the process to run, bearing in mind that a setting of 0 will invoke the procedure at midnight GMT.

Make your desired selection for this project and select Save Settings. These settings can be changed at any time before midnight on the date set but once the process has been allowed to run, it is irreversible.

GDPR rules state that you must de-identify or pseudonymise (i.e. remove personal identifiers and hold separately subject to technical and organisational measures to ensure it cannot be attributed) as soon as possible in the research process.

Use the options on this page to anonymise or remove personally identifiable information from the VisionsLive system. **Caution: these actions are not reversible!**

### Respondent First and Last Name

**Don't change**

*No changes will be applied to names*

**Reduce to initial**

*Names will be reduced to their initial only. This may create duplicate initials (both "John Smith" and "Jane Samson" become "J S")*

**One-way encrypt**

*Names will be encrypted into a string of numbers and letters, and cannot be decrypted. However, you can make a future request like "which participant was John Smith?" - by applying the same encryption to the text you give and comparing the result with all the encrypted names in the project, we can deduce which respondent was John Smith. You need to know the exact name for us to be able confirm*

**Random characters**

*Names will be reduced to a random unique character string. You'll always be able to tell respondents apart, but we can't deduce which one was John Smith*

### Respondent Email Address/Phone Number

**Don't change**

*No changes will be made to email addresses/phone numbers*

**Reduce to significant characters**

*Email addresses will be reduced by removing most letters, leaving leading letters of the username, and domain name parts ("john.smith@hotmail.com" would become "j@h.c"). Phone numbers will be reduced to leading two digits, usually the country code. These operations may result in duplicated values for email/phone*

**One-way encrypt**

*The email addresses and phone numbers will be encrypted, and cannot be decrypted. We can, however, deduce whether a particular email address/phone number was present in the same way as the Name Encryption above*

**Random characters**

*The emails will be reduced to a random character string that resembles an email address. Phone numbers will be converted to a random number the same length as the original. You'll always be able to tell respondents apart, but the original email address/phone number cannot be confirmed*

### Schedule

Apply these changes  months after the last activity finishes.

*Anonymisation will occur within 24 hours of the chosen time period ending. You can change the timeout at any point up to anonymisation actually occurring and the new setting will take effect immediately*

**Save Settings**

# To apply GDPR on a project in Live Sessions – Bulletin Boards

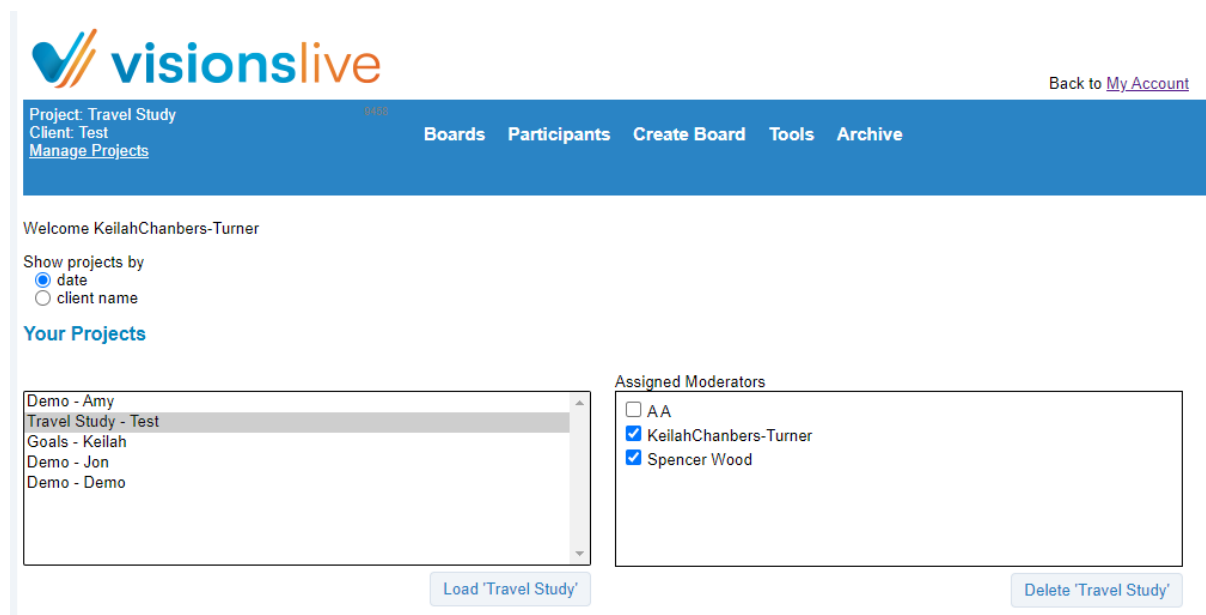
## 1. Getting started

> Log in at <https://client.visionlive.com> (if you can't remember your password use forgotten password link – remember to check junk/spam boxes).

## 2. Choosing your project

> From the list of projects you have access to, select the one you want to anonymise and load it from button below. If you cannot load the project, ensure that you are selected as an assigned moderator in the right-hand text box by ticking your name whilst the appropriate project is selected.

Whilst this project is loaded, you will see a confirmation on the top-left-hand side of the page.



The screenshot shows the VisionsLive client interface. At the top left is the VisionsLive logo. To the right is a link to 'Back to My Account'. Below the logo, the current project is identified as 'Project: Travel Study' and 'Client: Test'. A navigation bar contains links for 'Boards', 'Participants', 'Create Board', 'Tools', and 'Archive'. A welcome message reads 'Welcome KeillahChambers-Turner'. Below this, there are radio buttons to 'Show projects by' 'date' (selected) or 'client name'. Under 'Your Projects', a list shows 'Demo - Amy', 'Travel Study - Test' (highlighted), 'Goals - Keillah', 'Demo - Jon', and 'Demo - Demo'. Below the list is a 'Load 'Travel Study'' button. To the right, the 'Assigned Moderators' section shows checkboxes for 'AA', 'KeillahChambers-Turner' (checked), and 'Spencer Wood' (checked). Below this is a 'Delete 'Travel Study'' button.

Once a board within a project is completed, it will move to the 'Archive' (top toolbar), so it is recommended to check that you have all the details you need from it, such as paid incentives of respondents that are due, as once the Data Anonymisation has been run, the PI information will not be available. The data, reports, and Board itself with template and questions will still be able to be seen and referred to unless you choose to delete the Board or Boards within the project.

Once you are satisfied that you have all the information you need, select 'Tools' on the top toolbar and then 'Data Anonymisation'.

Please see below to see the selection options available for selection. The default setting is set to 'Don't change' for PII, and set to a time length of 12 months.

Set the time as desired for the process to run, bearing in mind that a setting of 0 will invoke the procedure at midnight GMT.

Ensure you select Save Settings to ensure this is accepted and the VisionsLive server will then act on this instruction and apply the changes at the set time.

## Data Privacy Tools

GDPR rules state that you must de-identify or pseudonymise (i.e. remove personal identifiers and hold separately subject to technical and organisational measures to ensure it cannot be attributed) as soon as possible in the research process.

Use the options on this page to anonymise or remove personally identifiable information from the VisionsLive system. **Caution: these actions are not reversible!**

### Respondent First and Last Name

Don't change

*No changes will be applied to names*

Reduce to initial

*Names will be reduced to their initial only. This may create duplicate initials (both "John Smith" and "Jane Samson" become "J S")*

One-way encrypt

*Names will be encrypted into a string of numbers and letters, and cannot be decrypted. However, you can make a future request like "which participant was John Smith?" - by applying the same encryption to the text you give and comparing the result with all the encrypted names in the project, we can deduce which respondent was John Smith. You need to know the exact name for us to be able confirm*

Random characters

*Names will be reduced to a random unique character string. You'll always be able to tell respondents apart, but we can't deduce which one was John Smith*

### Respondent Email Address/Phone Number

Don't change

*No changes will be made to email addresses/phone numbers*

Reduce to significant characters

*Email addresses will be reduced by removing most letters, leaving leading letters of the username, and domain name parts ("john.smith@hotmail.com" would become "j@h.c"). Phone numbers will be reduced to leading two digits, usually the country code. These operations may result in duplicated values for email/phone*

One-way encrypt

*The email addresses and phone numbers will be encrypted, and cannot be decrypted. We can, however, deduce whether a particular email address/phone number was present in the same way as the Name Encryption above*

Random characters

*The emails will be reduced to a random character string that resembles an email address. Phone numbers will be converted to a random number the same length as the original. You'll always be able to tell respondents apart, but the original email address/phone number cannot be confirmed*

### Schedule

Apply these changes  months after the last board closes.

*Anonymisation will occur within 24 hours of the chosen time period ending. You can change the timeout at any point up to anonymisation actually occurring and the new setting will take effect immediately*

Save Settings

If you have any questions or need any further assistance with this, please contact your project manager, or email [support@visionslive.com](mailto:support@visionslive.com) and one of our team will get back to you as soon as possible.