

Privacy Policy

Customer Perceptions/Optimum Results

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Privacy Policy

Customer Perceptions Ltd and Optimum Results Ltd

This Privacy Policy applies to the services provided through Customer Perceptions, Optimum Results, TellUsFirst™ and SeamsCloud.

We are committed to protecting your personal data and processing it fairly, securely and in accordance with the General Data Protection Regulation (GDPR), the Data Protection Act 2018 and other applicable data protection laws.

Our registered address is:

The Business Centre
Blackthorn Business Park
Coe's Road
Dundalk
Co. Louth
Ireland
A91 E03R

1. Who We Are

Our services include:

Customer Perceptions

Mystery shopping, customer experience research, surveys, audits, compliance testing and other research services.

Optimum Results

Training, consultancy, leadership development, business support and online learning.

TellUsFirst™

A customer feedback and Voice of Customer platform.

SeamsCloud

A learning management and compliance platform used by organisations to manage employee training and learning records.

Depending on the service, Customer Perceptions Ltd or Optimum Results Ltd may act either as a Data Controller or a Data Processor.

When we decide why and how personal data is used, we are the Data Controller.

When we process information on behalf of a client, the client is normally the Data Controller and we act as Data Processor.

2. What Personal Data We Collect

The information we collect depends on how you interact with us.

It may include:

- Name and contact details;
- Company and job information;
- Account and login information;
- Mystery shopper profile and assignment information;
- Survey responses and customer feedback;
- Training and course completion records;
- Employee or staff numbers;
- Payment information;
- Audio or video recordings where relevant;
- Website usage information such as IP address, browser and device details; and
- Communications you have with us.

We only collect information that is relevant to the service being provided.

3. How We Use Personal Data

We may use personal data to:

- Provide and manage our services;
- Conduct mystery shopping, audits and research;
- Allocate and manage mystery shopping assignments;
- Process shopper or contractor payments;
- Conduct surveys and customer experience research;
- Provide training and consultancy;
- Operate TellUsFirst™ and SeamsCloud;
- Manage user accounts;
- Respond to enquiries;
- Communicate with clients and users;
- Improve our services;
- Maintain the security of our systems;
- Meet our legal and regulatory obligations; and
- Send relevant marketing communications where permitted.

Our lawful basis for processing will depend on the circumstances and may include:

- Performance of a contract;
- Our legitimate business interests;
- Consent;
- Compliance with a legal obligation; or
- Another lawful basis permitted under GDPR.
- Where we rely on consent, you may withdraw it at any time.

4. Customer Perceptions and Mystery Shopping

Customer Perceptions conducts mystery shopping, customer experience research, surveys and audits on behalf of clients.

Information contained in mystery shopping reports is shared with the relevant client to help assess matters such as customer service, operational standards, compliance and training.

A mystery shopper's personal registration details are not normally shared with clients unless this is necessary for a particular project and there is an appropriate lawful basis.

Some projects may involve recorded telephone calls or video mystery shopping.

Where recordings are used, appropriate safeguards and access controls are applied. Mystery shoppers are instructed, where reasonably possible, to avoid recording members of the general public who are not relevant to the assignment.

5. TellUsFirst™

TellUsFirst™ enables customers to provide feedback to businesses.

Personally identifiable information is only processed by TellUsFirst™ if you voluntarily submit it to us. Depending on the use of the website or its services, this can be divided into two areas as follows:

5.1. Business Owners who use the TellUsFirst™ system may enter information relating to the authorised users of the system. The personal information stored in this case is:

- First Name
- Surname
- Email Address

This is the basic information needed to create user accounts, allow staff to log in to the system and for us to apply the correct access controls.

5.2. Customers who use the TellUsFirst™ system to leave feedback about their customer experience. In this case the information submitted, if the customer chooses to do so, is:

- First Name
- Surname
- Email Address
- Phone Number
- A note identifying whether consent has been given to receive promotional or marketing material

The purpose of storing this information is to allow the customer to be contacted in relation to their feedback, to allow the business owner to identify happy and unhappy customers (the core purpose of the system), and to allow the customers to be entered into a competition draw where they need to be contacted in they are the winner. In this case TellUsFirst™ is the data processor.

If you wish to exercise your data protection rights in relation to feedback submitted to a business, you should contact that business directly, as they are the data controller.

6. SeamsCloud

SeamsCloud allows organisations/employers to manage employee and learner training records.

The Personal Information stored is:

- First Name;
- Surname
- Email address;
- Staff number;
- Phone Number (optional)

This is the basic information needed to create user accounts, allow staff to log in to the system and for us to apply the correct access controls.

The employer or business owner using SeamsCloud is the Data Controller and Optimum Results Ltd SeamsCloud acts as Data Processor.

If you wish to exercise your data protection rights in relation to your personal information stored in SeamsCloud, you should contact your employer directly, as they are the data controller.

7. Who We Share Personal Data With

We do not sell personal data.

Where necessary, information may be shared with:

- Clients for whom we provide services;
- IT and cloud hosting providers;
- Software, communications and marketing service providers;
- Payment providers;
- Professional advisers;
- Contractors and research partners; and
- Regulatory or law enforcement bodies where legally required.

Where third parties process personal data on our behalf, appropriate data protection and confidentiality arrangements are put in place.

8. International Transfers

Our website and all our stored data are hosted on servers inside the EU. We do not share any personal information that you have provided to us with 3rd parties outside the EU. Automatically collected data as described in section 1.a. that is used to help us analyse website traffic and returning visitors may be shared with 3rd parties who may store that data outside the EU.

9. How Long We Keep Personal Data

We keep personal data only for as long as necessary for the purpose for which it was collected and to meet legal, contractual and regulatory requirements.

Retention periods vary depending on the type of information.

For example:

- Active mystery shopper information may be retained while the account remains active;
- Dormant mystery shopper accounts may be deleted or anonymised after approximately 24 months;
- Accounts that have never completed an assignment may be deleted after approximately 12 months;
- Video mystery shopping recordings will normally be deleted within 12 months unless a different period is required;
- TellUsFirst™ and SeamsCloud information is generally retained in accordance with the instructions of the relevant client; and
- Financial and contractual records may be retained for longer where legally required.

We may anonymise information where appropriate. Once information has been fully anonymised, it is no longer considered personal data.

10. How We Protect Personal Data

We use appropriate technical and organisational measures to protect personal data against loss, unauthorised access, alteration or disclosure.

These measures may include:

- Access controls;
- Authentication;
- Encryption;
- Secure hosting;
- Backups;
- Cybersecurity controls;
- Staff training;
- Confidentiality obligations; and
- Data protection policies and procedures.
- Access to personal data is limited to those who need it for legitimate business purposes.

11. Cookies

Our websites may use cookies and similar technologies to operate the websites, remember preferences, understand how visitors use our services and measure website performance.

Non-essential cookies will only be used where permitted and, where required, with your consent.

You can manage cookie preferences through the cookie settings available on our websites.

12. Your Data Protection Rights

Depending on the circumstances, you may have the right to:

- Access your personal data;
- Correct inaccurate information;
- Request deletion of your information;
- Restrict how your information is used;
- Receive certain information in a portable format;
- Object to certain processing;
- Object to direct marketing; and

- Withdraw consent where consent is the basis for processing.
- Where we act as Data Controller, requests can be sent to us using the contact details below.

Where we process information on behalf of another organisation, that organisation will normally be responsible for responding to your request.

13. Contact Us

If you have questions about this Privacy Policy or wish to exercise your data protection rights, please contact:

Data Protection
Customer Perceptions Ltd / Optimum Results Ltd
The Business Centre
Blackthorn Business Park
Coe's Road
Dundalk
Co. Louth
Ireland
A91 E03R

Email: dataprotection@customerperceptions.ie / dataprotection@optimumresults.ie

We respond to valid data protection requests within one month.

14. Complaints

If you are unhappy with how we have handled your personal data, please contact us so that we can investigate your concern.

You also have the right to make a complaint to the Data Protection Commission in Ireland.

15. Changes to this Policy

We may update this Privacy Policy from time to time to reflect changes to our services, technology or legal obligations.

The most recent version will always be available on our website.