



Data Protection Statement for Colectiv Whatsapp Interviews

Last Updated: 04 March 2025

Data Controller: Dan Gardiner

Data Protection Officer: Patricia Lucas

Why do we need a Data Protection Statement?

In keeping with advice from the [Information Commissioner's Office](#), we at Colectiv believe that it is important to be clear and explicit about what data we collect, how we keep it, and what we do with it. We want those who use the Colectiv app to be confident that their information is safe with us.

What Data do we collect?

When you take part in a Colectiv WhatsApp interview, we use a unique anonymous identifier to recognise you. This means that we do not need your telephone number.

We do not collect any additional personal data within Colectiv interviews. Personal data includes things like names, addresses, date of birth, or information that would help someone identify you as an individual if they read your responses.

It is important that we explain what happens to the information that you give us, including your answers to questions in the interviews.

Some interviews also include standard demographic questions, for example we might ask you about your sex, age, ethnicity, or location.

What happens to the information (data) that I provide?

If you join a Colectiv Whatsapp interview, the messages between you and us are sent via a company called Twilio. Using Twilio allows us to communicate with you anonymously (without

knowing your identity). Twilio will hold your data, including your phone number for a maximum of 37 days with the highest levels of protection and security, and treat all data as confidential. You can read more about Twilio's data protection policy [here](#). Twilio are sub-processors of your data, and a controller of content data. They promise to "protect Customer Personal Data in accordance with the standard required under Applicable Data Protection Law".

Your answers are fully anonymised when we receive them. Although we can see the responses, these are not linked to your phone number or name and we do not know who has responded to our interviews.

We hold your interview responses securely on servers managed by AWS.

Interview responses are also sent to sub-processes for storage and analysis. Our list of current sub-processors is provided in Annex 1 below.

These data are held on European servers. Your data is encrypted both at rest and in transit using SSL (Secure Sockets Layer) technology. This ensures that any information exchanged between your device and our servers remains confidential and secure.

What data does Colectiv hold?

Colectiv only retains free-text written information. We will keep your responses on our servers for a maximum of 2 years, after which time they will be deleted.

Our servers are located in Europe, but we interview people from all over the world.

Annex 1- Sub-processors

OpenAI, Suite 1, 7th Floor 50 Broadway, London, United Kingdom, SW1H 0BL

Neon.Tech, 209 Orange Street, City of Wilmington, County of New Castle, Delaware
19801

AWS, 1 Principal Place, London, Worship Street, EC2A 2FA

Twilio.com, 280 Bishopsgate, London, United Kingdom, EC2M 4RB