



Privacy Policy — The Brandbean

Last updated: 3rd August 2026

1. Who We Are

The Brandbean ("**we**," "**us**," "**our**," or "**The Brandbean**") is a market research and brand consultancy with offices in Buenos Aires, Argentina and Barcelona, Spain, serving clients based in the UK, the US, and beyond. We provide qualitative and quantitative research, ethnographic studies, social media analysis, trendwatching, consumer workshops, brand strategy, naming, and design services.

This Privacy Policy explains how we collect, use, share, and protect personal data when you:

- Visit our website (thebrandbean.com);
- Contact us through our website, email, or phone;
- Participate in one of our research studies (surveys, interviews, focus groups, ethnographic studies, workshops, online communities, or social media analysis); or
- Otherwise interact with us as a client, supplier, or partner.

Data Controller: The Brandbean Ltd, a company registered in England and Wales under company number 09107030, with registered office at 3rd Floor, 86-90 Paul Street, London, United Kingdom, EC2A 4NE. Email: hola@thebrandbean.com Phone: +54 (911) 3606 5744

The Brandbean Ltd is registered in the UK; our Buenos Aires and Barcelona offices are operational offices of this same company, not separately incorporated entities. Personnel in both offices may process personal data on our behalf as part of our global operations.

2. Personal Data We Collect

2.1 Website visitors



- **Contact form / email inquiries:** name, email address, phone number, company name, and the content of your message.
- **Automatically collected data:** we do not use analytics or tracking cookies on our website. Our web server and hosting provider may automatically log basic technical data (such as IP address and browser type) for security and functionality purposes, as is standard for any website. See Section 8 for more on cookies.

2.2 Research study participants

Research is conducted either online (e.g., video-conferencing interviews, online surveys, online communities/forums, social media analysis) or in person (e.g., interviews, focus groups, ethnographic visits, or workshops at a venue or the participant's home), depending on the project. Depending on the project and format, we may collect:

- Contact details (name, email, phone number).
- Demographic information (age, gender, location, occupation, income bracket, household composition).
- Opinions, attitudes, behaviors, and preferences relevant to the research topic.
- Audio and video recordings, photographs, or written materials from interviews, focus groups, ethnographic sessions, or workshops — whether conducted in person or via a video-conferencing/online platform.
- For online research, technical data associated with the platform used (e.g., IP address, general location, device type), to the extent the platform provides this.
- Social media content and public posts analyzed as part of social listening / trendwatching studies.
- In some cases, special categories of data (e.g., ethnicity, health information, sexual orientation, sex life, political opinions, religious or philosophical beliefs if a study concerns these topics) — collected only with your explicit consent and only where relevant to the specific study.

2.3 Clients and business contacts

- Names, job titles, business contact details, and information exchanged in the course of providing services.

We do **not** knowingly collect personal data from children without appropriate parental/guardian consent, and any research involving minors is conducted under specific safeguards described to participants (or their guardians) at the time.



3. How We Use Your Data

We use personal data to:

- Respond to inquiries and manage our relationship with clients and prospects;
- Design, recruit for, conduct, and analyze research studies;
- Produce insights, reports, and deliverables for our clients;
- Improve our services and this website;
- Comply with legal and contractual obligations;
- Send you information you have requested (e.g., about a study you're participating in).

We do **not** sell personal data. Our research participants are always based in Latin America or Spain, and are never based in the UK or the US. Identifiable participant data (contact details, raw responses, recordings) is collected, held, and processed by our local teams in the country where the participant is based, under our instruction as the UK controller. For participant screening and selection purposes, we share a limited profile (e.g., age range, general location, relevant attitudes/behaviors — with no name, contact details, or other identifiers) with the commissioning client, whether based in the UK or the US, so they can confirm the participant mix fits the brief. Final research findings shared with clients are, wherever possible, further aggregated and anonymized so that individual participants cannot be identified — unless a study specifically requires attributed feedback and the participant has given explicit consent (e.g., named testimonials, video content used in a report).

4. Legal Basis for Processing

As a UK-registered company, The Brandbean is subject to the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018, which form the primary legal framework governing our processing of personal data, regardless of where a data subject is located. We rely on one or more of the following lawful bases:

- **Your consent** (e.g., when you participate in a research study) — which you may withdraw at any time;



- **Performance of a contract** (e.g., providing services to a client, or fulfilling participation terms with a research respondent);
- **Legitimate interests** (e.g., improving our services, ensuring website security, delivering research services to our clients), balanced against your rights; and
- **Legal obligations** we are subject to.

Our clients are based in the United Kingdom and, in some cases, the United States. As a UK-established company, UK GDPR governs our processing as a controller regardless of where a data subject is located — including our research participants, who are always based in Latin America or Spain, and never in the UK or the US. Where we process personal data of individuals in the European Economic Area — including through our Barcelona office — the EU GDPR also applies. Where we conduct research or process data of individuals in Argentina or elsewhere in Latin America, we also comply with local law, including Argentina's Personal Data Protection Law No. 25,326, overseen by the Agencia de Acceso a la Información Pública (AAIP). For our US-based clients, applicable US state privacy laws (such as the California Consumer Privacy Act) may also be relevant to our handling of their business contacts' data, depending on factors like our processing volume and revenue — this is assessed on a case-by-case basis. Where these frameworks differ, we apply the higher standard of protection.

5. Who We Share Data With

We may share personal data with:

- **Clients** commissioning a research study — for screening/selection purposes, only in anonymized form (see Section 3); final deliverables are also anonymized/aggregated unless the project involves attributed content and the participant has consented;
- **Service providers and subcontractors**, including:
 - Google Ireland Limited, via our use of Google Workspace for email and document/file storage (a study may involve emailing scheduling details or files to/from participants, recruiters, or clients through this platform);
 - Zoom (Zoom Video Communications, Inc.), used to host and record online interviews, focus groups, and workshops, where consented to;
 - Research panel providers, transcription services, video/audio hosting, and other cloud storage or analytics providers, under confidentiality and data protection obligations;



- **Professional advisors** (legal, accounting) where necessary;
- **Authorities**, where required by law.

We do not share your data with third parties for their own independent marketing purposes without your consent.

6. International Data Transfers

Research participants are always based in Latin America or Spain, and never in the UK. Identifiable participant data is collected and held by our local teams in the country where the participant is based. The only participant-related information sent to our UK client is the anonymized screening profile described in Section 3, and anonymized/aggregated research findings — because this data does not identify (or allow re-identification of) an individual, it generally falls outside the scope of data transfer restrictions under UK GDPR, EU GDPR, and Argentine law.

Email and file storage (Google Workspace): we use Google Workspace for email and document/file storage, including for communications that may contain identifiable participant details (e.g., scheduling a session, sending a consent form). Google's infrastructure is global, and data processed through Google Workspace may be stored or transiting through the United States and other countries, regardless of which of our offices sends it. This means identifiable participant data can, in practice, leave Latin America/Spain via this channel even though it is not sent directly to the client. This transfer is covered by Google's Data Processing Addendum (which incorporates the UK Addendum and/or EU Standard Contractual Clauses as applicable) and by Google's certification under the EU-US Data Privacy Framework and its UK extension (the UK-US Data Bridge).

Online research sessions (Zoom): where a study is conducted online rather than in person, we use Zoom to host the session. Zoom's infrastructure is global, and data processed through Zoom — including video, audio, chat, and any recording — may be stored or transiting through the United States and other countries, regardless of which of our offices runs the session. This means identifiable participant data can, in practice, leave Latin America/Spain via this channel even though it is not sent directly to the client. This is covered by Zoom's data processing terms and its certification under the EU-US Data Privacy Framework and the UK extension (the



UK-US Data Bridge). This is disclosed to participants as part of the study briefing (see Section 11).

Where identifiable personal data otherwise moves between our own offices — for example, between our Buenos Aires and Barcelona teams, or occasionally to the UK for internal administration or quality oversight — we ensure an appropriate level of protection:

- **Transfers between Argentina and Spain, or to the UK:** covered by an intra-group data transfer agreement incorporating the UK International Data Transfer Agreement (IDTA) and/or EU Standard Contractual Clauses, as applicable, together with a transfer risk assessment.
- Transfers to any other jurisdiction are made only where an equivalent safeguard is in place.

Transfers to US clients: for some projects, our commissioning client is based in the **United States**. As with UK clients, the anonymized screening profile and anonymized/aggregated findings sent to a US client are not personal data (subject to the same caution about genuine irreversibility noted above), so this specific flow generally sits outside data transfer restrictions. Separately, where we hold identifiable business contact details for individuals at a US client (e.g., a named contact's email address, for the purposes of managing the engagement), transferring that data from the UK to the US is a restricted transfer under UK GDPR. We rely on the **UK-US Data Bridge** (the UK extension to the EU-US Data Privacy Framework) where the receiving US client is self-certified under it, or otherwise on the UK International Data Transfer Agreement or another appropriate safeguard.

7. Data Retention

We retain personal data only as long as necessary for the purposes described in this Policy:

- **Research participant data:** typically for the duration of the project plus a limited period afterward for quality/verification purposes, then deleted or anonymized, unless a longer period is agreed with the client and disclosed to participants.
- **Business contact and client data:** for the duration of the relationship and as required by tax, accounting, or legal obligations thereafter.
- **Website inquiry data:** until your inquiry is resolved, plus a reasonable period for record-keeping.



8. Cookies and Similar Technologies

Our website does **not** use advertising or other tracking cookies.

9. Data Security

We implement reasonable technical and organizational measures to protect personal data against unauthorized access, loss, misuse, or alteration. Our email and file storage runs on Google Workspace, which provides encryption in transit and at rest, and access controls at the account level; we apply our own access permissions on top of this so that participant data is only accessible to team members working on the relevant project. However, no method of transmission or storage is 100% secure, and we cannot guarantee absolute security.

10. Your Rights

Depending on your jurisdiction, you may have the right to:

- Access the personal data we hold about you;
- Request correction of inaccurate data;
- Request deletion of your data;
- Object to or restrict certain processing;
- Withdraw consent at any time (without affecting prior processing);
- Request a copy of your data in a portable format;
- Lodge a complaint with a data protection authority.

As a UK-registered company, our lead supervisory authority is the UK **Information Commissioner's Office (ICO)** — ico.org.uk. Depending on where you are based, you may also have the right to complain to a local authority (e.g., **Argentina's AAIP**, or your national data protection authority within the EU). If you are a business contact based in the **US** and an



applicable state privacy law (such as the CCPA) gives you additional rights, those rights apply alongside the ones listed above.

To exercise these rights, contact us at hola@thebrandbean.com.

11. Research Participant Notice

If you take part in one of our studies, before or at the start of the session we (or the recruiter) will tell you:

- Whether the session is being conducted in person or online (online sessions are hosted via Zoom);
 - The purpose of the study and what will be recorded (audio, video, notes);
 - Who will see your responses — our local research team, and, in anonymized form only, the commissioning client (typically UK-based) for participant selection and reporting purposes, unless a specific part of the study calls for identified/attributed content and you separately consent to that;
 - That your identifiable information (name, contact details, recordings) stays with our local team and is not sent to the client;
 - That participation is voluntary and you may withdraw at any time;
 - How long recordings/materials will be kept.
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12. Changes to This Policy

We may update this Privacy Policy from time to time. The "Last updated" date at the top reflects the most recent revision. Material changes will be communicated through our website.

13. Contact Us



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