

How long we keep your personal data for

NatCen will keep your personal data for either:

- Up to 6 months, or
- 12 months if you have agreed to be recontacted by Barb or a Barb commissioned research agency for the purpose of further research.

NatCen has regular internal and external audits of its information security controls and working practices and is accredited to the International Standard for Information Security, ISO 27001.

Your rights in relation to your personal data

You have a number of legal rights in relation to your personal data. You can exercise any of these by contacting us using the contact details below.

Under your rights you can:

- ask for a copy of your personal data
- ask for any of your personal data which is inaccurate or out-of-date to be corrected
- ask for your personal data to be erased
- object to the processing of your personal data
- ask for the processing of your personal data to be restricted

How to contact us

If you have any questions, you can contact our Data Protection Officer at: ViewingUK@natcen.ac.uk

If you are not happy with how we've handled your personal data, we'd like you to contact us first and give us a chance to put it right. But you have the right to complain to the Information Commissioner if you would like to do so. You can find details about how to contact the Information Commissioner's Office at ico.org.uk/global/contact-us/ or by sending an email to casework@ico.org.uk. Alternatively, you can contact Barb at enquiries@Barb.co.uk.

The National Viewing Study

The Barb National Viewing Study is a survey about how people receive their television programmes, the range of television channels that are received and an overall description of the household's television and other related equipment.

NatCen & Barb would like to thank you for your co-operation in taking part in this important research programme.

If you have any further questions, please do not hesitate to call **NatCen** on **0800 652 0201** or email ViewingUK@natcen.ac.uk

This interview was carried out by

Name

Interviewer number

Date

 National Centre
for Social Research

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THANK YOU

This leaflet explains how
your information is used

Barb ES and PR 2026

About Barb

Barb is the industry's standard for understanding what people watch.

Our hybrid approach integrates people-based panel data with census-level online viewing data. Our methodology enables us to deliver inclusive measurement of total identified viewing across all broadcast, Video on Demand (VOD) and video-sharing platforms, delivered onto and consumed via multiple platforms and devices.

As the past, present and future of total viewing measurement, Barb is uniquely placed to empower transformation of the UK TV and advertising ecosystem, through integrated audience data and actionable insights.

These data and insights fulfil three purposes:

- To support decisions that are made in the making and distribution of great programmes.
- To support the planning and buying of ad campaigns and informing on brand and sales outcomes.
- To inform how broadcasters and other media services operate in the public interest.

About NatCen

The National Centre for Social Research (NatCen) is an independent social research organisation. We select homes at random and ask interviewers to visit these homes to ask if the household would be willing to complete a Barb National Viewing Survey interview.

Barb and NatCen are jointly responsible in respect of the data held by NatCen about you.

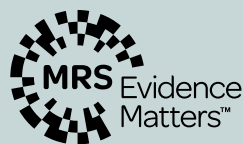
How do I know you are genuine?

NatCen is a company partner of the Market Research Society (MRS) in the UK and works according to their code of conduct, laid down to protect the interests of the public. All NatCen interviewers must carry official identification.

You can call the MRS using the Freephone number **0800 975 9596** to verify that NatCen is a bona fide market research agency.

Will someone try to sell me something?

No, absolutely not. NatCen is an experienced and professional market research organisation. Using the interview for sales purposes is against our ethics and against the Market Research Society's Code of Conduct.



Why do you need my contact details?

So that we have a record of who the interview was with for quality control purposes and to ensure the interview was conducted to Market Research Society rules. All data collected by us is covered by the General Data Protection Regulation (GDPR) and we are also accredited with the information security 'gold standard' ISO 27001 for data security. Your details will be stored securely, will be treated in the strictest confidence and will be used for research purposes only.

Why me?

Responding to this survey is entirely voluntary and any answers are given with your consent. We identify and call on more than 54,000 households every year, all chosen at random, to ask about viewing habits and the TV equipment they own. We do this to make sure that our survey truly represents the whole of the UK population. Because of this, every household is important to us; the more people who say 'Yes' to an interview, whether or not they own a TV set or watch any TV programmes, the more representative the results will be.

What we collect and what we do with it

We collect data for two different purposes.

We collect the main survey data. This includes important demographic information about you and other members of your household such as sex, age, working status and ethnic background. We also collect information about the equipment you have that can be used to view TV content, such as TV sets and other devices capable of connecting to the internet. This information is used to build a clear picture of how the UK population can access TV content in their own homes.

We also use your data to identify homes that we would like to help us further by agreeing to take part on the TV viewing panel. You would be under no obligation to take part in this but, if you are selected in this way and you are interested, a full explanation of what is involved will be given.

If you have agreed to be recontacted on behalf of Barb, your contact details may also be used in order to do this.



Our legal basis for processing your personal data

We (NatCen and Barb) are required by law to identify the legal basis on which we process your personal data.

For the main survey we process most of your personal data on the basis of 'legitimate interests'.

Barb has a legitimate interest in wanting to produce viewing figures for television programmes and commercials.

Processing your personal data is the necessary means of producing viewing figures which are accurate and reliable.

NatCen process your personal data in order to further Barb's legitimate interests and our own legitimate interests in providing research services to Barb.

NatCen also collect personal data which includes details of ethnic background, health and disabilities. These are 'special categories' of personal data for which we are required to have an additional legal basis for processing. Our additional legal basis for these special categories is 'statistical purposes'. Processing these categories of personal data is necessary to produce statistics that broadcasters can use to work out how well their programming caters for different groups of the population.

Who we share your personal data with

The data collected by NatCen as part of the interview will not be shared with anyone else.

For the main survey data, Barb and Barb commissioned research agencies are only provided with anonymised data and aggregated reports, which cannot be used to identify any individual.

Your personal data will not be shared with anyone outside NatCen unless you have agreed that you are willing to be recontacted on behalf of Barb.

We may use this data to assess your eligibility for other NatCen research surveys. In cases where you are selected and agree to participate, the data you have provided during the Barb survey will be used for the purposes of this research, and you will be offered specific privacy notices for further information.

NatCen may also ask individual homes to join the Barb TV viewing panel. Where this is done, we will give you more details about who we will then share your data with, however, this will only ever be done where you have explicitly agreed for NatCen to do this.