



Firefish Group Record Retention Schedule

This Record Retention Schedule applies to the Firefish Group which consists of Firefish Ltd and its affiliates, Firefish Data Ltd, The Pineapple Lounge Ltd, The Pineapple Lounge LLC and Firefish USA LLC.

The following schedule sets out the default retention periods for the records the Firefish Group collect and use.

| Record Type | Responsibility | Retention Period | Requirement/Notes |
|--|------------------|---|--|
| Primary personal data research records | Project Managers | 6 months after project completion unless a client has specified otherwise for these records | Meet data protection requirement to define retention of personal data and minimise data held |
| Project Documents and Final output (debrief/film) | Internal IT Team | 7 years (from date last modified) | Archiving purposes |
| Consent record | Project Managers | 7 years | To demonstrate legal basis for collecting personal data |
| Attendance database (free- found respondents only) | Project Managers | 2 year window held at any time | Legitimate interest – for internal quality control purposes |
| Financial records | Finance Team | 7 years | For tax and contractual record keeping purposes |
| HR records for employees | People Team | 7 years after end of employment | Statutory HR record keeping purposes |
| Job applicant records | People Team | Delete at end of recruitment process unless job offered and records then held as HR records | Meet data protection requirement only to hold personal data as long as is necessary |

Definitions

Primary personal data research records:

- Video footage, films and photographic images
- Audio and video recordings
- Transcripts/group notes, completed pre-tasks, digital content
- Respondent profiles
- In-home fieldwork schedules
- Customer databases

Project Documents – i.e. brief, background documents, proposal, discussion guide, screener, task instructions

Final Output – a copy of the final debrief, report or final film

Consent Audit – original consent form, scanned signed consent forms and/or digital consent downloads