

FIREFISH LTD RECORD RETENTION SCHEDULE

The following schedule sets out the default retention periods for the records we 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