

# Privacy Policy

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*Website, business contact and research-related privacy information.*

**Last updated: 25 June 2026**

Company: SUAFI  
SIREN: 935 139 105  
Address: 61 Rue de Lyon, Paris, 75012, France  
Website: <https://suafi.io>  
Email: [info@suafi.io](mailto:info@suafi.io)

## 1. Who we are

SUAFI provides B2B market research, customer discovery, expert interviews, respondent recruitment, market intelligence and related advisory services to clients globally.

The data controller responsible for your personal data is SUAFI, SIREN 935 139 105, with an address at 61 Rue de Lyon, Paris, 75012, France. For privacy-related questions, you may contact us at [info@suafi.io](mailto:info@suafi.io).

## 2. Personal data we collect

Depending on how you interact with us, we may collect the following categories of personal data.

### 2.1 Website and contact data

- name
- business email
- company name
- job title
- phone number
- country or region
- message content submitted through website forms
- website usage data, cookies and analytics data

### 2.2 Client and business contact data

- contact details of client representatives
- project-related communications
- billing and contract information
- meeting notes and correspondence
- information required to manage our commercial relationship

### 2.3 Research participant and expert data

- name
- professional profile
- job title and employment history
- LinkedIn or other public professional profile
- industry expertise
- country or region
- contact details
- screening answers

- interview availability
- compensation or payment details where applicable
- interview notes, recordings or transcripts, where applicable

## 2.4 Publicly available professional information

We may collect information from public sources, including professional networks, company websites, public directories, conference pages, publications and other publicly available business sources, where relevant to our research and recruitment activities.

## 3. How we use personal data

- to respond to enquiries and communicate with you
- to provide our services to clients
- to recruit and screen research participants, experts and respondents
- to conduct interviews, surveys and customer discovery activities
- to prepare research outputs, summaries, reports and insights
- to manage client relationships, proposals, contracts and invoices
- to improve our website, services and research processes
- to comply with legal, regulatory, tax, accounting and contractual obligations
- to protect our rights, business, users and systems
- to prevent fraud, misuse or unauthorized access

We do not use research participant data for unrelated marketing purposes without appropriate permission.

## 4. Legal basis for processing

Where applicable data protection laws require a legal basis, we may rely on one or more of the following: consent, contract, legitimate interests, legal obligation, and establishment, exercise or defense of legal claims.

## 5. Research confidentiality and anonymization

Where appropriate, research findings may be aggregated, anonymized or de-identified before being shared with clients.

- we do not attribute specific quotes to named individuals without permission
- we do not sell personal data of respondents or experts
- we take reasonable steps to avoid disclosing personal data that is not necessary for the research purpose
- client reports may include aggregated insights, themes, market observations and anonymized evidence

In some projects, clients may request identified expert interviews or direct introductions. In such cases, the relevant individual will be informed of the nature of the engagement before participation.

## 6. Recordings and transcripts

Some interviews, calls or research sessions may be recorded or transcribed for research accuracy, note-taking, internal analysis, quality control or client deliverables. Where required by law or project practice, we will inform participants before recording. If a participant does not wish to be recorded, they may notify us before the session.

Recordings and transcripts may be shared with clients only where this is part of the agreed project scope, permitted by law and communicated to the participant.

## 7. Sharing personal data

- clients, where necessary for the agreed research project
- service providers, such as hosting, email, CRM, analytics, transcription, survey tools, payment processors and cloud storage providers
- independent contractors, moderators, analysts, recruiters and research partners working under confidentiality obligations
- professional advisers, such as lawyers, accountants and auditors
- authorities, regulators or courts where required by law
- parties involved in a business transfer, merger, restructuring or sale

We require service providers and contractors to process personal data only for authorized purposes and to protect it appropriately.

## 8. International data transfers

Because we provide services globally, personal data may be processed in countries other than the country where you are located. Where required, we take appropriate measures to protect personal data during international transfers, such as contractual safeguards, data processing agreements, standard contractual clauses or other legally recognized mechanisms.

## 9. Data security

We use reasonable technical and organizational measures to protect personal data against unauthorized access, loss, misuse, alteration or disclosure. However, no method of transmission over the internet or electronic storage is completely secure. Therefore, we cannot guarantee absolute security.

## 10. Data retention

We keep personal data only for as long as reasonably necessary for the purposes described in this Policy, including to provide services, manage projects, comply with legal obligations, resolve disputes and maintain business records. When personal data is no longer needed, we will delete, anonymize or securely archive it where appropriate.

## 11. Your rights

- request access to your personal data
- request correction of inaccurate data
- request deletion of your data
- object to certain processing
- restrict processing
- withdraw consent where processing is based on consent
- request data portability
- opt out of direct marketing
- lodge a complaint with a data protection authority

To exercise your rights, contact us at [info@suafi.io](mailto:info@suafi.io). We may need to verify your identity before responding to your request.

## 12. Cookies and analytics

Our website may use cookies and similar technologies to operate the site, analyze usage, improve performance and understand visitor behavior. You can control cookies through your browser settings.

### **13. Third-party links**

Our website may contain links to third-party websites. We are not responsible for the privacy practices, content or security of third-party websites.

### **14. Updates to this Policy**

We may update this Privacy Policy from time to time. The updated version will be posted on this page with a new Last updated date.