

Create Privacy/Data Use Policy

Privacy Notice and Opt-In Consent

Thanks to our advanced privacy notice and opt-in consent process, our platform enables survey respondents to clearly understand how their data will be used, and have the ability to easily consent to the collection of their data.

This consent is then stored as an “artifact” that can be easily referenced should data collection authorization be questioned.

Configure Privacy Notice and Opt-In Consent

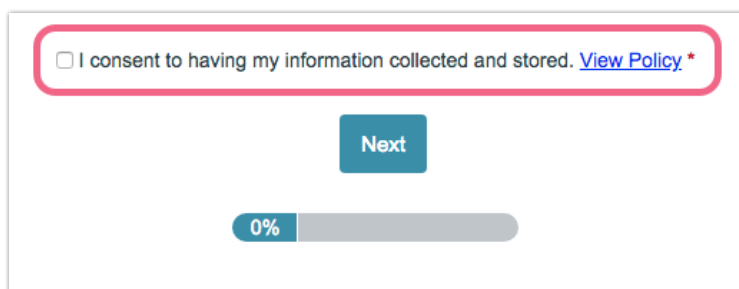
Within SurveyGizmo, an Account Administrator can configure a Privacy/Data Use Policy for use on all surveys in the account. The admin can then require use of the configured policy on all surveys.

GDPR: Not sure what you should include in your Privacy/Data Use Policy?

Review the Information Commissioner's Office (ICO) documentation concerning [Lawful basis for processing](#) and [Consent](#) .

- Once a Privacy/Data Use policy has been configured and enabled for surveys, a consent checkbox will be displayed to respondents in the survey footer, just above the Next/Submit button. For mobile surveys, the consent checkbox will be in the footer.
- Respondents will be required to consent to your policy before proceeding with your survey. Should a respondent elect to not consent to your policy, they will not be able to proceed in your survey.
- After consenting, respondents will be able to refer to your policy via a link in the footer on subsequent survey pages.

- The SurveyGizmo Privacy Policy will also be available to survey respondents when they click to view your policy.



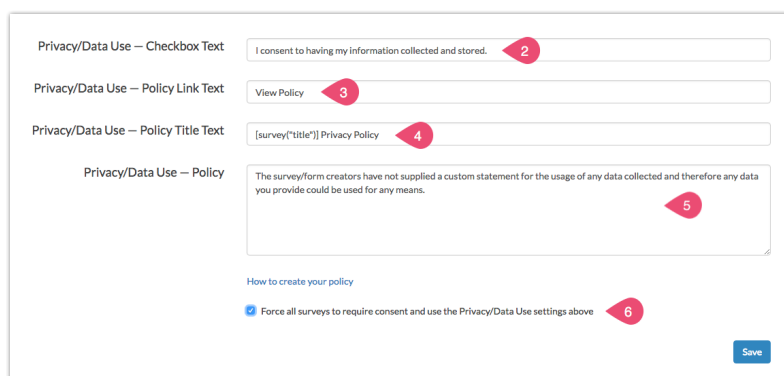
I consent to having my information collected and stored. [View Policy](#) *

Next

0%

Privacy/Data Use Policy Setup

1. To configure an account-wide Privacy/Data Use Policy, navigate to **Account > Summary > Account Defaults**. The Privacy/Data Use fields can be found at the bottom of the page.



Privacy/Data Use — Checkbox Text: I consent to having my information collected and stored. 2

Privacy/Data Use — Policy Link Text: View Policy 3

Privacy/Data Use — Policy Title Text: [survey("title")] Privacy Policy 4

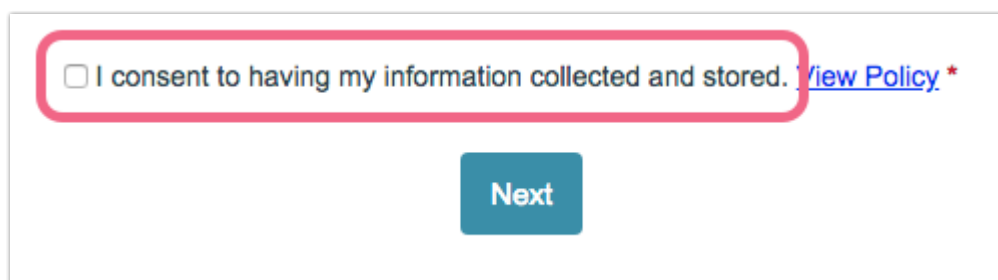
Privacy/Data Use — Policy: The survey/form creators have not supplied a custom statement for the usage of any data collected and therefore any data you provide could be used for any means. 5

How to create your policy

Force all surveys to require consent and use the Privacy/Data Use settings above 6

Save

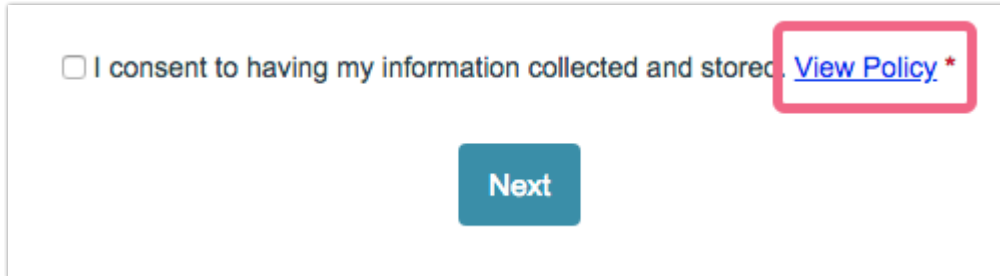
2. Start by supplying the **Checkbox Text**. This is the text that the respondent will see next to the consent checkbox. *Make sure to keep this text short, especially if you expect to have respondents taking your survey on mobile devices.*



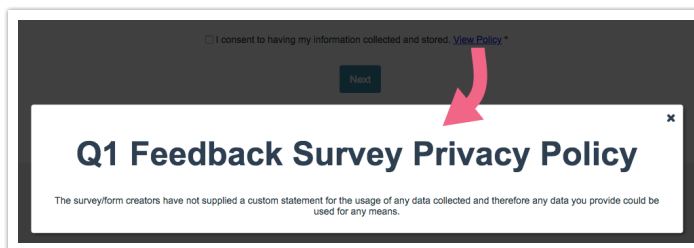
I consent to having my information collected and stored. [View Policy](#) *

Next

- Next, you have the option to customize the **Policy Link Text**. This is the text of the link that the respondent can click on to view your policy. The default for this link text is **View Policy**.



- You can then customize your **Policy Title Text**. This is the text that will appear at the top of your policy. By default, this text includes the survey title and the words *Privacy Policy*.



- Last, you will want to customize the actual **Policy** text to indicate how you plan to use the supplied respondent data.



- Now that you have customized the provided fields, you have the option to force this policy to be used on all surveys created on your account. To do so, select **Force all surveys to require consent and use the Privacy/Data Use settings above**. *This setting applies to all surveys on your account, including surveys that have already been created*.*

7. Make sure to **Save** your settings to finish!

*With the **Force all survey to require consent...** setting enabled, the Privacy/Data Use policy cannot be customized on a per-survey basis. The policy will be visible within a survey by accessing **Tools > Response Settings**. The fields here will be read-only.

Privacy/Data Use Require respondent to agree to privacy/data use policy. [Learn More](#)

Privacy/Data Use - Checkbox Text

Privacy/Data Use - Policy Link Text

Privacy/Data Use - Policy Title Text

Privacy/Data Use - Policy

[How to create your policy](#)

Configure Policy for a Single Survey

If you do not require a Privacy/Data Use Policy for all surveys in your account, a policy can be configured on a per-survey basis.

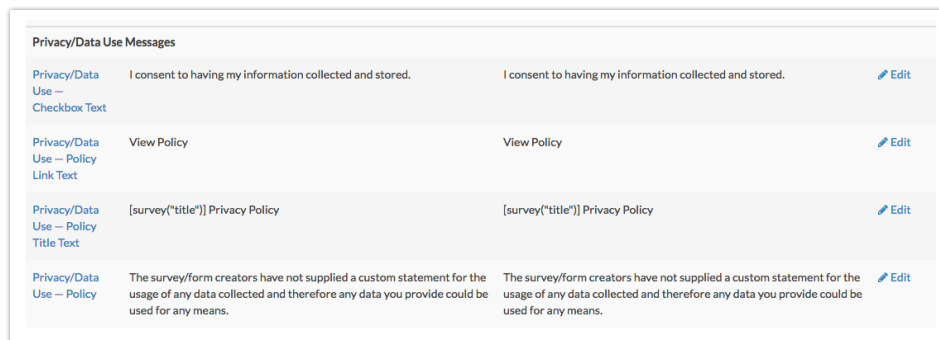
1. Within the survey, navigate to **Tools > Response Settings**. The Privacy/Data Use fields can be found at the bottom of the page.
2. Select **Require respondent to agree to privacy/data use policy**.
 - a. If an account wide policy has been configured, you will see the customized text in the fields provided. If you do not need to make changes, click **Save Settings** at the bottom of the page to finish.
 - b. If an account-wide policy has not been configured (or if you need to make customizations to the existing policy), you can customize the policy fields here. Review the customization steps [above](#). **Save Settings** to apply your changes.

Translate Privacy/Data Use Policy Fields

If you are running surveys in multiple languages, you will likely want to translate

your Privacy/Data Use fields for each language version of your survey. *Privacy/Data Use Message translation fields are limited to 1,500 characters.*

1. To translate the Privacy/Data Use fields for a given survey, click on **Tools > Text & Translations**.
2. Click on one of the language versions of your survey and access the **Messages** tab.
3. Scroll to the **Privacy/Data Use Messages** section and **Edit** the available fields one-by-one to provide the necessary translations. *Privacy/Data Use Message translation fields are limited to 1,500 characters.*



Privacy/Data Use Messages			
Privacy/Data Use – Checkbox Text	I consent to having my information collected and stored.	I consent to having my information collected and stored.	Edit
Privacy/Data Use – Policy Link Text	View Policy	View Policy	Edit
Privacy/Data Use – Policy Title Text	[survey("title")] Privacy Policy	[survey("title")] Privacy Policy	Edit
Privacy/Data Use – Policy	The survey/form creators have not supplied a custom statement for the usage of any data collected and therefore any data you provide could be used for any means.	The survey/form creators have not supplied a custom statement for the usage of any data collected and therefore any data you provide could be used for any means.	Edit

4. Repeat this process for any additional language versions of your survey.

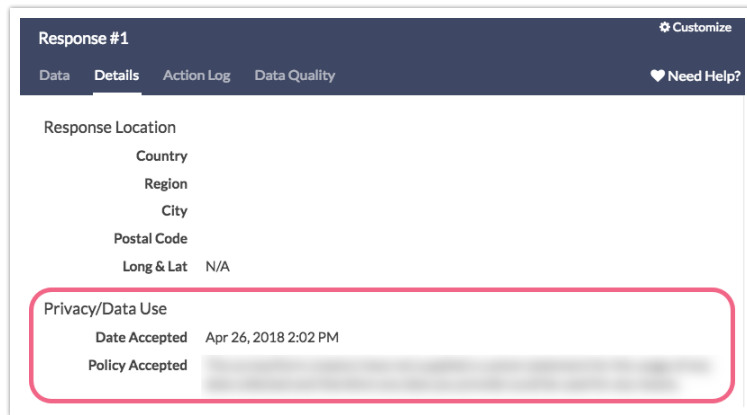
Access Stored Consent Data

If you have enabled a Privacy/Data Use Policy for a survey, you can view the following details about a respondent's acceptance of your policy:

- **Date Accepted** - the date and time that your policy was accepted by the survey respondent
- **Policy Accepted** - the specific wording of the policy that was accepted by the survey respondent

1. To view this policy information, navigate to **Results > Individual Responses**.
2. Locate the response in question and click on the response to view it.

3. Click the **Details** tab and scroll to the **Privacy/Data Use** section to view the Date Accepted and Policy Accepted information for that respondent.



The screenshot shows a web interface for viewing a survey response. At the top, there is a dark blue header with the text "Response #1" on the left and a "Customize" icon on the right. Below the header is a navigation bar with four tabs: "Data", "Details", "Action Log", and "Data Quality". The "Details" tab is currently selected. In the top right corner of the main content area, there is a "Need Help?" link with a heart icon. The main content area is divided into sections. The first section is "Response Location", which includes fields for "Country", "Region", "City", "Postal Code", and "Long & Lat" (with "N/A" next to it). Below this is the "Privacy/Data Use" section, which is highlighted with a red rounded rectangle. This section contains two rows of information: "Date Accepted" with the value "Apr 26, 2018 2:02 PM" and "Policy Accepted" with a blurred value.

Response #1	
Customize	
Data	Details
Action Log	Data Quality
Need Help?	
Response Location	
Country	
Region	
City	
Postal Code	
Long & Lat	N/A
Privacy/Data Use	
Date Accepted	Apr 26, 2018 2:02 PM
Policy Accepted	[Blurred]

Related Articles