Study information and privacy notice

Study: Work experiences and wellbeing
Data controller: Proxora Ltd, Company Number 17008026
Address: 124 City Road, London, EC1V 2NX
Contact: eric@proxora.tech or systems@proxora.tech
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Why we are conducting this study

Proxora Ltd is developing a commercial workforce risk intelligence tool. This study explores relationships between working conditions, wellbeing and burnout-related symptoms. Your responses help us develop, train, test and validate statistical and machine-learning models intended to identify patterns and estimate burnout risk. These models are under development; their accuracy and usefulness are being evaluated.

What participation involves

You may participate if you are aged 18 or over and currently in paid work. This single questionnaire asks about working conditions, wellbeing and background and takes approximately 5–10 minutes. No further surveys are required. Salary is optional. Other fields marked required must be completed to submit.

Participation is voluntary. You may stop before submitting without giving a reason. Incomplete responses are not saved to our research database. Some questions concern exhaustion, emotions and other potentially sensitive experiences and may be uncomfortable. You do not have to participate. The questionnaire and research scores are not a medical diagnosis or a substitute for professional advice. Participation does not guarantee personal benefit.

What information we collect

- Questionnaire answers about work experiences and wellbeing, including a final 0–10 self-rating of burnout.
- Age band, gender, industry, work status, usual working hours, work location and optional gross annual salary.
- Your name, email address and phone number only if you choose to enter the prize draw.
- A randomly generated response ID, submission time and records of your consent, including the date and versions of the information and draw rules accepted.

We may derive wellbeing or burnout-risk estimates from answers. Some responses and estimates may constitute health information. Please do not include identifying details about colleagues, employers or other people unless specifically requested.

How we use your information

- Administer the study and optional prize draw and contact the winner.
- Analyse relationships between work experiences and wellbeing.
- Develop, train, test and validate Proxora's models and assess their accuracy, reliability and performance across relevant groups.
- Produce research findings and support development of Proxora's commercial products.

Prize contact details are used for draw administration and contacting the winner, not unrelated marketing or calculating burnout scores. We will not use information for unrelated purposes without establishing an appropriate legal basis and providing any required information.

Response IDs and anonymity

Research answers are stored under a response ID. Prize contacts are stored separately and linked to that response while it exists. This operational information is pseudonymous, not anonymous. Separating tables does not remove the ability to link the records.

We restrict access to the link. Analysis datasets are prepared without contact details and reviewed for remaining identification risks. Background categories and small or distinctive groups are combined or suppressed where necessary. Removing names or the contact link alone does not establish that information is anonymous.

Our lawful basis

For the study activities described here we rely on consent under Article 6(1)(a) of the UK GDPR. Where we process health information, including relevant wellbeing answers and inferred scores, we rely on explicit consent under Article 9(2)(a). Prize draw consent is requested separately. You may withdraw consent at any time; this does not affect the lawfulness of processing undertaken before withdrawal.

Who can access your information

Access to individual answers and scores is restricted to expressly authorised Proxora personnel who need it to administer the study or develop and validate the platform. Authorisation depends on assigned responsibilities, confidentiality obligations, data protection requirements and appropriate security controls, and is withdrawn when no longer needed. External sharing requires designated Proxora approval and appropriate protections.

- **Proxora Ltd:** operates the questionnaire and analyses data on approved company-controlled devices and storage.
- **Vercel:** hosts the website and processes technical information needed to deliver the service.
- **Supabase:** stores questionnaire responses and associated records on Proxora's behalf. Authorised provider personnel may access information where necessary to operate, secure and support the service.

Service providers processing information on our behalf are subject to appropriate contractual requirements. Information may also be disclosed where required by law.

We may publish anonymised, aggregated findings in research summaries, presentations, marketing materials and commercial discussions. Findings are reviewed before sharing, including combining or removing small groups and identifying details. Individual responses and scores will not be published. Identifiable testimonials or case studies require separate permission.

Storage and security

Research data is hosted by Supabase in Ireland. Access is limited to authorised roles with appropriate confidentiality obligations. We apply technical and organisational safeguards appropriate to the sensitivity of the information. No system guarantees absolute security; this does not affect our responsibilities or your statutory rights.

How long we keep information

Research answers, consent records and individual scores are retained for up to 24 months from collection to develop and validate models, with a necessity review after 12 months. We delete or irreversibly anonymise them earlier when no longer needed, and action applicable withdrawal requests.

Prize contact details and the original response reference used to locate an entry are deleted six calendar months after the first winner notification. That notification is the announcement date for retention; selecting a replacement does not restart the period for all entrants. They may be deleted earlier on draw withdrawal or when no longer needed.

Copies in exports and any backups are restricted and subject to deletion and retention controls. Where historical copies cannot be immediately altered, they are kept out of routine use pending expiry. Previous deletions must be reapplied before restored data is used. A minimal restricted record of the response reference and deletion action is retained until affected recoverable copies expire, to prevent deleted records being reintroduced. It does not contain questionnaire answers or contact details. Irreversibly anonymised information may continue to support research and product development.

Withdrawal and your rights

Keep the response ID shown after submission. Email eric@proxora.tech or systems@proxora.tech, quote the ID and state whether you want to withdraw your research answers, your prize draw entry, or both. We may need to verify the request.

- **Research only:** we remove your research response. Your existing prize draw entry remains eligible unless you also ask to leave the draw. Completing the questionnaire is required to enter; keeping research answers is not a condition of retaining an existing entry.
- **Prize draw only:** we remove your entry and contact details. Research answers remain under your separate research consent.
- **Both:** we remove the research response and draw entry.

After research withdrawal, we keep the original response reference with any remaining draw entry so you can later ask to withdraw that entry. It is not used to recreate deleted research answers. Draw consent and its contact-retention deadline remain unchanged.

If you lose the ID, we may be able to locate your record using a verified email supplied for the draw. If you have neither the ID nor supplied contact details, we may be unable to identify your submission. We do not routinely match contacts to research answers for analysis.

We coordinate removal from working exports and notify approved recipients where applicable. Withdrawal does not automatically undo completed analysis or untrain a model; we assess the appropriate action and explain applicable limits. Once information is irreversibly anonymised, we cannot identify or remove your individual contribution. Withdrawal does not affect processing already lawfully undertaken.

Depending on the circumstances, you have rights to access, correct, erase, restrict use of or receive a portable copy of your personal information. We normally respond to rights requests within one month, subject to lawful extensions and exceptions.

Automated processing

We use automated calculations and statistical or machine-learning methods to analyse responses, calculate wellbeing and burnout-related scores and develop and test models intended to estimate future burnout risk. This may involve profiling. Experimental scores and predictions may be inaccurate and are not a medical diagnosis.

We do not use this study's answers or scores to make solely automated decisions with legal or similarly significant effects, such as decisions about employment, pay or access to services. Contact Proxora to ask an authorised person to review concerns about a score or incorrect processing.

Questions and complaints

Contact eric@proxora.tech or systems@proxora.tech. You may also complain to the Information Commissioner's Office: ico.org.uk/make-a-complaint/.

Prize details and deadlines are in the separate prize draw rules.