

Privacy Notice for West Midlands Growth Company Business and Tourism Programme



Important details about Winning Moves

Established in 1995, Winning Moves Ltd undertakes research and evaluation for government, publicly funded and other organisations. We primarily operate as a Data Processor – however, on occasion, we may operate as Data Controller (either singularly or joint) depending on the nature of our work.

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- > Phone | 0121 285 3800
- > Email | info@winningmoves.com
- > Information Commissioner Office Registration no | Z6399957

Our commitment to your privacy

Winning Moves Ltd takes your privacy very seriously and we are committed to protecting your personal information and the information you provide whilst conducting research with us. Please read this Privacy Notice carefully and contact us with any questions.

We are committed to meeting relevant laws, codes, registrations and standards



The UK General Data Protection Regulation (GDPR)



Data Protection Act 2018



Market Research Society (MRS) Code of Conduct



ISO20252:2019 – the International Quality Standard for Market, Opinion and Social Research



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Cyber Essentials

As a Market Research Society Company Partner, you can trust that your personal information will be treated with respect, and it will only be used for the purposes that we inform you about. It is not our aim to sell or promote anything. We conduct market research using scientific methods and we commit, in obtaining your co-operation, not to mislead you about the nature of the research or how the findings will be used. You can verify that we are a bona fide market research consultancy by contacting the Market Research Society (MRS) on freephone 0500 396 999.

Purpose

Background

The Business and Tourism Programme (BATP) was developed to showcase the West Midlands and UK and boost trade, investment and tourism, capitalising on the once in-a-generation opportunity to host the 2022 Commonwealth Games in Birmingham. West Midlands Growth Company (WMGC) have commissioned ekosgen together with Winning to undertake a final evaluation of the BATP. Winning Moves have been contracted to carry out interviews focused on identifying, measuring and attributing impacts resulting from involvement with BATP activities, as well as gauging satisfaction and areas for improvement.

Data controller and data processors

For the purposes of this project:

1. West Midlands Growth Company is the data controller
2. Winning Moves is the data processor
3. ekosgen is also a data processor

Type of data that will be processed

For this project, we will process the following types of personal data:

1. Simple data including your name, email address, age, organisation name, telephone number.
2. Behavioural data including your experience with / thoughts / opinions / feedback on West Midland Growth Company, activities (that could lead to profiling), movements, interests, preferences, location, performance
3. Financial data including your turnover, income, income bracket, assets, profit, cash flow, grants, financial health

How we get the personal data we process

Most of your personal information is provided through the following ways:

- > We were supplied with your contact details by West Midlands Growth Company as beneficiaries of the BATP
- > We will collect further personal information from you during the survey that you are being invited to participate in

The legal basis for processing your personal data

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are:

1. Public task: your contact details were shared with us by West Midlands Growth Company as they require us to process your personal data to perform a public task. In this instance, it is to enable them to better understand the value for money that their Business and Tourism programme/Convention bureau is providing to participants.
2. Consent: prior to commencing an interview with you, we explicitly seek your consent to collect and process your personal data. Informed consent is always collected by way of an affirmative action such as selecting 'next' to continue with a survey, a recorded verbal agreement when taking part in an interview, or an agreement in writing indicating that you would like to proceed with the research.

You can withdraw your consent at any time by informing the interviewer or emailing dataprotection@winningmoves.com

How we will use your personal data

We will aggregate your personal data for the purpose of market and social research purposes. We will analyse your interview data to show trends and themes. Results will be reported back to our client in an anonymised and aggregated format. For quality control purposes: we may telephone you to validate your responses.

Will we share your personal data?

Your personal data will not be shared with any third party.

How we will keep your personal data

Your information will be securely stored. We will protect the confidentiality of your information in accordance with our normal data handling procedures and all legal requirements. We will not use it for any purposes other than those which are set out in this Notice. We are committed to keeping personal data secure and take all reasonable technical and organisational measures to protect personal data from loss, misuse or alteration.

The length of time we hold your personal information varies depending upon the type of information and its use. We will hold your personal information on our systems only for as long as necessary to provide research services to our clients, and will anonymise data where possible, securely deleting personal data associated with it at the earliest possible point. For this project, we intend to keep your personal data for 12 months. We will then dispose your information by secure digital deletion.

Where your personal data will be processed

Your data will not be transferred or stored outside the UK or European Economic Area.

Your Rights

Co-operation in research is voluntary at all times regardless of what the research is about or who our client is. You are entitled at any stage to ask that your personal data, or part or all of the record of your survey responses, be destroyed or deleted and we will carry out such a request. This can be requested during the interview itself or afterwards. You have the right to access any personal data that we process relating to you. We may ask for verification of your identity before releasing any information to you.

How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us:

Phone	Email	Address
0121 285 3800	dataprotection@winningmoves.com	Winning Moves 102 Colmore Row Birmingham B3 3AG

You can also complain to the ICO if you are unhappy with how we have used your data:

Phone	Website	Address
0303 123 1113	https://www.ico.org.uk	Information Commissioner's Office Wycliffe House

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Wilmslow
Cheshire
SK9 5AF