

Privacy Notice for Food Information to Consumers



Department
for Environment
Food & Rural Affairs

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.

- > Company number | 03069806
- > Address | Winning Moves, 102 Colmore Row, Birmingham, B3 3AG, England
- > 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

Data Protection Act 2018



Market Research Society (MRS) Code of Conduct



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



Information Commissioner Office Registration no | Z6399957



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.P

Background

The Department for Environment, Food and Rural Affairs (Defra) wants to assess the impact of food labelling regulations on the food and drink industry. In order to do this, Defra has commissioned Winning Moves, alongside WRAP (Waste and Resources Action programme), Icaro and City University to undertake its 'Food Information to Consumers (FIC)' project which will seek to explore how food manufacturers and food retailers are dealing with these regulations overall, as well as the effect of more recent changes in food labelling legislation which have been introduced in recent years. Winning Moves is conducting a survey with food businesses to inform this assessment.

Data controller and data processors

For the purposes of this project:

1. Defra is the data controller
2. Winning Moves is the data processor
3. WRAP 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 food labelling related experiences, opinions, activities (that could lead to profiling) and information.
3. Financial data including your turnover and compliance costs.

How we get the personal data we process

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

- > Your contact details were obtained from a commercial database provider (Dun&Bradstreet).
- > Via interviewing e.g. through responding to this 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. Legitimate interest: The legal grounds for processing your data is legitimate interest. The processing is in order to better understand the public interest and to evaluate the impact of food labelling regulations on the food & drink industry.
2. Consent is the legal basis for which we will process additional personal data provided through interviewing

How we will use your personal data

- > For market and social research purposes: this includes carrying out analysis and producing reports on behalf of the client who has commissioned the survey
- > For quality control purposes: we may telephone you to validate your responses
- > Provided you have given consent, to recontact you about follow-up research.
- > Results will be reported back to our client in an anonymised and aggregated format.

Will we share your personal data?

Your personal data will be shared with the following third parties:

- > Defra, the client and Data Controller. We will securely share a list of respondents with Defra who have participated in the survey, so they can be removed from future contact lists to prevent you being contacted again for this purpose. Defra will also receive an anonymised dataset of survey responses. This means that the responses provided to us during the survey will be shared with Defra, but that Defra will not know who has provided which response.
- > WRAP, a Data Processor. We will securely share a list of respondents with WRAP who have participated in the survey, so they can be removed from future contact lists to prevent you being contacted again for this purpose. WRAP will also receive an anonymised dataset of survey responses. This means that the responses provided to us during the survey will be shared with WRAP, but that WRAP will not know who has provided which response.
- > CYMEN, a Welsh transcription service so that we can administer surveys in Welsh and translate them back into English accurately (if you opt to conduct the interview in the Welsh language).

Any third party must also process the personal information as set out in this Privacy Policy and as permitted by the UK's Data Protection Act/laws.

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 retain your personal information for 6 months after completion of the project (we expect this to be March 31st, 2024). Your personal details will be removed from your survey responses and stored securely and separately. 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

0121 285 3800

Email

dataprotection@winningmoves.com

Address

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

0303 123 1113

Website

<https://www.ico.org.uk>

Address

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF