

Privacy notice: Defra Textile Policy Reform



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 jointly) depending on the nature of our work.

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- > Phone | 0121 285 3800
- > Email | info@winningmoves.com
- > Information Commissioner's 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's 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.

Purpose

Background

The Resources and Waste Strategy for England and the Beyond Recycling strategy for Wales identified textiles as a priority waste sector. Since then the Department for Environment, Food, and Rural Affairs (Defra) has published Maximising Resources Minimising Waste which reinforces a commitment to developing alternative policies for handling waste textiles. The Welsh Government has committed to including textiles in its Workplace Recycling Regulations 2023 within the next three years. These policies include:

- > A requirement for non-domestic organisations such as businesses to separate their textile waste from other types of waste and present it for recycling.
- > A requirement for certain textile retailers to provide facilities for customers to return their unwanted textiles for reuse or recycling. In other words, provide a customer takeback scheme.
- > A ban on separately collected textiles from going into landfill or for incineration.

Defra and Welsh Government has commissioned a research piece, led by Resource Futures, and supported by Winning Moves. The aim of this research is to establish a baseline understanding of what currently happens to textile waste and to pre-empt what could and should happen to the increased amount of textiles collected if the policies outlined above are implemented.

Data controller and data processors

For the purposes of this project:

1. Defra and Welsh Government are the data controllers
2. Winning Moves is the data processor
3. Resource Futures is also a data processor

Type of data that will be processed

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

- > Simple data including your name, email address, organisation name and other relevant contact details
- > Behavioural data including your professional experience, opinions, beliefs and feedback.

How we get the personal data we process

Your personal information is provided through the following ways:

- > Your contact details have either been provided to us by:
 - o Defra or Welsh Government following your previous engagement with them
 - o Or by a known associate of yours who thought you should be given the opportunity to participate in this research. Any sharing of details has been done so on a completely voluntary basis
 - o Alternatively we have found your details online through desk research.
- > Additional personal data (e.g. your beliefs and opinions) will be provided by yourself during the interview process which you have been invited to participate in.

The legal bases 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 have been shared with us by Defra or Welsh Government, or industry others, under the lawful basis of public task. This is because they require us to process your personal data to perform a public task which in this instance, it is to enable them to understand the possible impact of the policies listed.
- > 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

Your personal data will be used in the following ways.

- > Your responses from the interview will be recorded. These may be shared amongst the research team, comprising both Winning Moves and Resource Futures. Analysis of all interviews will be conducted by the research team, and the findings will be reported to Defra and Welsh Government. Your responses will not be directly attributed or attributable to you, however due to the nature of the questions and whom we are seeking to engage with it may be possible to identify you from views you have shared.
- > For quality control purposes, we might recontact you to validate your responses. And provided you have given consent, to recontact you about follow-up research.
- > Personal identifiers (e.g. your name and contact details) will be kept separately from the insights that you share with us, and deleted at the earliest appropriate point

Will we share your personal data?

Your personal data will be shared with the following:

- > Resource Futures – for the purposes of working collaboratively as a research team to conduct the interviews and for synthesis and to inform their reporting to Defra / Welsh Government.
- > We may share your data with a third party purely for the purpose of delivering a function on our behalf. They will have access to personal information to perform the function, but will not use it for any other purpose.

Any third party must 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 keep your personal data for six months after the project completes – which we anticipate being November 2024. 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 interview 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 Water Lane Wilmslow Cheshire SK9 5AF

