

# Privacy Notice for Greater Manchester Business Support Awareness Survey



## 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.

- > Company number | 03069806
- > Address | Winning Moves, 102 Colmore Row, Birmingham, B3 3AG, England
- > Phone | 0121 285 3800
- > Email | [info@winningmoves.com](mailto: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



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

Based in Greater Manchester, the Growth Company is an award-winning, accredited social enterprise with a mission to enable growth, create jobs and improve lives. The Growth Company has commissioned Winning Moves to speak to a selection of businesses based in Greater Manchester so it can better understand the range of business support services local businesses are aware of, are using, and their perceptions and opinions of them.

In order to do this, Winning Moves is contacting senior personnel within Greater Manchester businesses and inviting them to participate in a short telephone interview.

### Data controller and data processors

For the purposes of this project:

1. The Growth Company is the data controller
2. Winning Moves is the 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, your business name and your contact details such as phone number and business address.
2. Behavioural data including your awareness, perceptions, opinions and use of local business support.

### How we get the personal data we process

Your personal information is provided through the following ways:

1. Your contact details have been procured from a commercial database provider called Data Bubble.
2. Your awareness, thoughts, opinions and use of local business support options will be provided by you directly during telephone interviews.

### 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. Legitimate interest: your contact details have been processed and provided to us by Data Bubble under the lawful basis of 'legitimate interest'. <https://databubble.co.uk/privacy-policy/>
2. Consent: prior to commencing an interview with you, we will explicitly seek your consent to collect and process additional personal data (such as your awareness and opinions). 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](mailto:dataprotection@winningmoves.com).

### How we will use your personal data

Your personal data will be stored securely and aggregated with other survey responses. Survey data will be analysed and reported on to the Growth Company in an anonymised format. For clarification, your

personal data will not be shared with the Growth Company, and the Growth Company will not be able to identify any individual businesses from the report.

No automated profiling will take place and are not intending to link any of your data to other sources. For quality control purposes, we may telephone you again to validate your responses, and provided you have consented, we may recontact you about follow up research.

### Will we share your personal data?

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

- > Our sub-processors who may carry out some of the processing on Winning Moves' behalf, and under Winning Moves control. An example of this might include the service provider who hosts our survey platform, IdSurvey
- > 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 completion of the project – this is currently expected to be September 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

Cooperation 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](mailto: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