

Privacy Notice for Manchester Manufacturing Blueprint



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
- > 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

Greater Manchester Business Growth Hub, together with the Growth Company have asked Winning Moves, a research consultancy, to undertake a survey of Greater Manchester based manufacturing businesses in order to:

- > Better understand how support and funding options can better meet the sectors' needs.
- > Identify growth potential and critical success factors.
- > Recognise the suitability of current premises and any recent or future plans for investment.

By understanding current drivers and barriers to growth, as well as the business and economic conditions, the manufacturing sector can better be serviced, supported and its strategic importance to the local and national economy, better reflected.

Data controller and data processors

For the purposes of this project:

1. 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 – name, business name, business address, business phone number, email address
2. Behavioural data – opinions, beliefs, behaviours

How we get the personal data we process

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

- > Your contact details have been obtained from a commercial database provider called Marketscan. They have processed your personal data under their privacy notice.
- > During the interview with you, we will ask you to provide additional personal data, such as your beliefs and opinions.

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 were shared with us by a commercial database provider called Marketscan. Their processing of your personal data is done so under the lawful basis of legitimate interest and further details are contained in their privacy notice (linked above).
2. Consent: prior to commencing an interview with you, we will 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 only be used for the purposes outlined in this privacy notice.
- > The data we process for this project will be aggregated and reported anonymously to the Growth Company. There will be no attributed data.
- > No automatic profiling will take place.
- > For quality control purposes, we may recontact you to validated your responses.
- > Providing you have given consent, we may recontact you for follow up research.
- > Provided you have given consent, we may share your contact details with Growth Company to provide you with relevant business support and funding updates.
- > To provide you with survey research results (if you request them when offered).

Will we share your personal data?

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

- > Growth Company – to provide you with relevant business support and funding updates and survey results - providing you have given explicit consent
- > 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 personal data for six months after completing the research – this is expected to be September 2024. We will then dispose your information by 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 Water Lane Wilmslow Cheshire SK9 5AF