

Privacy Notice for the Adult Education Budget Longitudinal Evaluation



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



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.

Purpose

Background

Winning Moves are currently evaluating the first four years of the devolved Adult Education Budget in the West Midlands, on behalf of the West Midlands Combined Authority (WMCA). This four-year longitudinal process and impact evaluation (including Value for Money Assessment) is focused on understanding how devolution of certain aspects of Adult Education to the Combined Authority has changed the landscape of provision, specifically how the shift towards a more place-based and locationally specific offer has impacted the outcomes for learners, employers and training providers. Collation of data and evidence to aid the evaluation involves conversations with training providers and relevant stakeholders, to assess the current state, and continuous improvement, of adult education provision.

Data controller and data processors

For the purposes of this project:

1. West Midlands Combined Authority 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, email address, organisation name, telephone number, job role.
2. Organisational data including the courses delivered, the organisations enrolments for the 2022/23 academic year and data on the performance of the organisation, such as outcome or destination data.
3. Behavioural data including personal and company-wide opinions on the provision and AEB programme as a whole, your opinion on skills requirements/employment needs in the West Midlands and reflections on the performance of your organisation.
4. Organisational financial data including the funding your organisation was allocated.

How we get the personal data we process

Simple personal information and some organisational data (financial information and information on the courses delivered/enrolments) is provided directly from WMCA, as a training provider funded through their budget, or as a key stakeholder in adult education in the West Midlands. The remaining behavioural or organisational data will be obtained through conducting 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 your personal information are:

- > Legitimate interest: your contact and organisational details were shared with us by WMCA as they have a legitimate interest in understanding the needs and perceptions of training providers/stakeholders in the region, to improve future provision, but also experience for training providers and learners.
- > Consent: prior to your completion of any interview/survey, we explicitly seek your consent to collect and process your personal data, specifically behavioural and organisational 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 participate the research. You can withdraw your consent at any time by emailing dataprotection@winningmoves.com.

How we will use your personal data

- > Data may be kept for recontact to clarify any responses or ask any questions that may have been missed in the original interview.
- > For quality control purposes: we may telephone you to validate your responses.
- > To provide you with survey research results (if you request them when offered).
- > Data will be analysed and reported back to our client in an anonymised, aggregated, non-attributable report, including the anonymisation of any quotes used.

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 stored in video recordings and transcripts of the interviews conducted, where permission is given, and/or in detailed notes.

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, and security/access 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 all personal information listed above until 6 months post client sign off of the final output. This is currently estimated to be January 2025. 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

If you have any further questions, you can contact WMCA at: Skills.Programmes@wmca.org.uk