

# Privacy Notice for ZWS: Evaluation of Site Waste Reduction Protocol



## 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](mailto: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

Zero Waste Scotland (ZWS) has developed a Site Waste Reduction Protocol and associated calculator. The protocol and the calculator are key components of a standardised procedure that aims to help construction professionals in Scotland accurately measure and classify site waste, identify how much the waste has cost the business, and help take steps to prevent those losses so that future construction projects are more cost-efficient and sustainable.

Winning Moves has been commissioned to undertake a mixed-methods evaluation of the implementation and effectiveness of the protocol and associated calculator. The evaluation will help ZWS understand whether the protocol and associated calculator show early signs of promise as practical tools that can help construction companies benchmark their current site waste and identify areas where future action can be taken to reduce waste.

### Data controller and data processors

For the purposes of this project:

1. ZWS is the data controller
2. Winning Moves is the data processor

### Type of data that will be processed

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

1. Simple data including your name, phone number, e-mail address, employment category / job title
2. Behavioural data, including participants' views on the effectiveness and suitability of the protocol and calculator.

### How we get the personal data we process

Your contact information has been provided to us by ZWS. Additional personal data will be collected during the interview that we undertake with you.

### 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: Legitimate interest: your contact details were shared with us by ZWS as they have a legitimate interest in understanding the effectiveness of the protocol and calculator. Under the [ZWS privacy notice](#), ZWS advise that the details of users of ZWS services and attendees of ZWS events may be shared with third parties who provide services to ZWS. Winning Moves is currently providing a service to ZWS Scotland by conducting an independent evaluation of the Site Waste Reduction Protocol.

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 an online 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

Interviews will be recorded and transcribed (provided you have given your consent to this).

We will ask for your preferences regarding the level of attribution you are happy with in the final report. For example, if you do not wish for your organisation or position name to be included in the report, we will ask you what pseudonymised description you would prefer. For example, “Senior Management Team member in a mid-sized construction firm specialising in residential projects”.

We may keep personal data on file to recontact individuals to clarify any outstanding queries, provided that consent has been obtained to recontact.

Personal data is to be used for market and social research purposes only: this includes carrying out analysis and producing reports on behalf of the client who has commissioned the interview or survey.

Personal data may also be used for quality control purposes: we may telephone you to validate your responses.

### Will we share your personal data?

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

- > ZWS – providing you have given explicit consent for us to do this. As above, if you do not wish your responses to be attributed to ZWS, then they will not be shared.
- > 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 Microsoft, who host our Office 365 SharePoint site.
- > 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 information for six months after completion of the project (anticipated to be June 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 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