

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

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

We are currently conducting some work on the Adult Education Budget on behalf of the West Midlands Combined Authority. The Adult Education Budget is a pot of funding which is used to deliver training courses to those over 18 across a range of sectors and course types. The Combined Authority are working to spend this funding in a way that meets employer needs and skills gaps, but also learner needs, in the West Midlands. To understand whether they are doing this successfully, we are speaking to learners who have taken part in Adult Education Budget funded courses to gain insight on how effectively courses were promoted, expectations of the courses, improvements that could be made and any benefits or skills arising from the provision, including preparation for employment.

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.
3. The Transcription Service is also a 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, the name of the organisation you trained at, the course(s) you were enrolled onto and your job status (sector and role) both prior to and post training course completion.
2. Behavioural data including personal opinions on the course you were enrolled onto, the learning organisation you trained at and the impacts of your involvement in the training course.

How we get the personal data we process

Simple personal information (including the organisation you trained at and the course you enrolled on) is provided directly from WMCA or the learning organisation themselves. In some instances, this may also include names of those attending the focus groups. The remaining simple and behavioural data will be obtained through the focus group discussions.

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: any simple personal data was shared with us by WMCA/the learning organisation as they have a legitimate interest in understanding the needs and perceptions of those who participated in AEB funded courses to improve future provision, but also experience for learners.
- > Consent: by accepting involvement in the focus groups, you are consenting to the collection processing of the data you provide, specifically behavioural and simple personal data. This informed consent will be explicitly obtained during recruitment for the groups and confirmed verbally at the beginning of the focus groups. Participants have the right to withdraw this consent at any point during, or after the focus group has taken place. You can withdraw your consent at any time by emailing dataprotection@winningmoves.com.

How we will use your personal data

- > Data may be kept to confirm receipt of incentives.
- > Data will be analysed and reported back to our client in an anonymised, aggregated, non-attributable report, including the anonymisation of any quotes used. The report will be provided to WMCA, and to training providers on request.

Will we share your personal data?

Your data will be shared with The Transcription Service for transcription purposes. A non-disclosure agreement is in place, and all data will only be retained for 3 months and will subsequently be securely deleted.

How we will keep your personal data

Your information will be stored in audio recordings and transcripts of the focus groups conducted 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