

# Privacy Notice for the Smart Sustainable Plastic Packaging Challenge Final 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 jointly) depending on the nature of our work.

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- > Phone | 0121 285 3800
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- > 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

Winning Moves (and subcontractors Resource Futures) are currently evaluating the Smart Sustainable Plastic Packaging Challenge (SSPP) on behalf of UK Research and Innovation (UKRI). Phase 3 of the evaluation specifically focuses on understanding the impact that the Challenge has had on increasing the sustainability of the plastic packaging sector, including to what extent the Challenge has helped meet the Plastic Pact targets. Within this evaluation, we are speaking with beneficiaries, applicants, sector experts and the Challenge Team, analysing the Challenge's monitoring and benefits realisation data and reviewing relevant policy documents to gain an overarching and comprehensive picture of this impact, which will then be used to inform future policy development.

### Data Controller and Data Processors

For the purposes of this project:

1. UKRI is the Data Controller
2. Winning Moves is the main Data Processor
3. Resource Futures is also a Data Processor for certain aspects of the study.

### Type of data that will be processed

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

1. Simple data including name, email address, organisation name, role and contact number.
2. Project data such as project overviews and monitoring information, from sources including application and project closure forms and interviews (where applicable).
3. Behavioural data including your experience with the Challenge, opinions on the impact of the Challenge for your project and/or the plastic packaging sector/market. This includes views on the progress of your project/projects you are aware of under the Challenge.
4. Financial data including: project cost; grant size; additional expenditure (including R&D spend specifically), funding and investment (public, private and own); revenue, turnover, profit, values of exports, values of full-time equivalent employee numbers; and cost savings. These are collected at both aggregate and at a project level, covering anticipated at application, current and future estimations.

### How we get the personal data we process

Your personal information, including simple and some financial data, has been provided by UKRI as an applicant to the Challenge. This is shared through access to project application forms, a project dossier, project closure forms and interviews, monitoring and impact survey data, and possibly data in Benefits Mapping and Benefits realisation. All contact information is shared through UKRI and Knowledge Transfer Network (KTN) contact databases.

Any additional financial and behavioural data is collected at interview.

### 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. **Public task:** Your simple data, project data and financial data listed above (where available) is provided to Winning Moves as UKRI have a public task to understand the impact of the Challenge. Consent for this was also gathered in acceptance of the Terms and Conditions at application.
2. **Consent:** For all behavioural data and financial data (either to collect or to validate information already held through public task) which will be collected at interview, we will receive informed

consent for the processing of your personal data prior to commencing the conversation. Informed consent is always collected by way of an affirmative action. You can withdraw your consent at any time by emailing [dataprotection@winningmoves.com](mailto:dataprotection@winningmoves.com).

### How we will use your personal data

- > For quality control purposes: we may get back in touch to question anything which we are unclear on, however we will receive informed consent for this at interview.
- > Provided you have given consent, to recontact you about follow-up research such as case study work.
- > Interview data will be shared with UKRI in an attributable format, to contribute to an existing data repository. This will not be shared outside of the UKRI evaluation team.
- > Data in published outputs will be analysed and reported in an aggregated and anonymised format.

### Will we share your personal data?

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

Our partner organisation, Resource Futures who are also working on this evaluation and will be conducting some analysis on our behalf, specifically on economic and environmental impact.

### 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 delete data from our systems immediately following completion of this phase of the evaluation, through secure digital deletion. This is currently scheduled for March 2025.

### Where your personal data will be processed

Your data will not be transferred or stored outside the UK or European Economic Area (EEA).

## 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](mailto: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

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 UKRI at: [dataprotection@iuk.ukri.org](mailto:dataprotection@iuk.ukri.org)