

Privacy Notice for WMCA Business Growth West Midlands



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
- > 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

West Midlands Combined Authority (WMCA) Business Growth West Midlands (BGWM) Quality Assurance contract is an ongoing monitoring and evaluation of BGWM business support service. The support is delivered through seven local authorities (Birmingham, Solihull, Coventry, Wolverhampton, Sandwell, Dudley, Walsall). The purpose of the project is to monitor delivery performance of the services. The purpose of processing personal data is to understand user satisfaction and experience. As part of the evaluation an online client satisfaction survey is being distributed by local authorities to those that advisors are supporting. Beneficiaries of the service will also be invited to complete a series of outcome and impact surveys 3, 6, or 12 months after support. Those respondents who opt in may be invited to partake in a short qualitative conversation via telephone / video call.

Data controller and data processor

For the purposes of this project:

1. WMCA and the seven local authorities are 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, business email address, age, organisation name, business telephone number.
2. Behavioural data including your experience with / thoughts / opinions / feedback on support received from BGWM and associated local authorities, activities related to the support, location, performance.
3. Financial data including your turnover, profit, grants.
4. Sensitive data as optionally provided to WMCA including your health-related data, ethnicity, religious beliefs, sexuality.

How we get the personal data we process

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

- > Directly from WMCA or one of the local authorities (Wolverhampton, Dudley, Sandwell, Birmingham, Solihull, Coventry, Walsall).
- > From you via survey responses or 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 this information are

1. Legitimate interest: your contact details were shared with us by WMCA and local authorities as they have a legitimate interest in understanding the needs and perceptions of their members.
2. Consent: prior to commencing a survey/ 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 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 (for CATI) or emailing dataprotection@winningmoves.com (for CATI/CAWI).

How we will use your personal data

Your personal data will be used in a report, for market and social research purposes which includes carrying out analysis and producing reports on behalf of WMCA. Responses will be aggregated and reported unless you explicitly consent to share in another format (attributable in a report or as a case study). Where you consent, some quotes may be used in an attributable way. Data from the customer satisfaction survey may be used to recontact you for impact surveys, and if you opt in, to contact to invite to qualitative interview. Where you consent we will use your data for quality control purposes and we may telephone you to validate your responses. Overall findings will be presented in an aggregate and anonymous format. Our client wishes personal data to be provided for some specific questions or for case studies (including attribution), so we will ask for specific consent for this.

Data provided in individual surveys may be linked in the following ways:

- Responses provided as part of qualitative conversations may be combined with that provided in the client satisfaction survey for analysis and reporting purposes.
- Responses provided as part of impact surveys may be combined with that provided in the client satisfaction survey for analysis and reporting purposes.
- Responses to surveys may be reflected on and used to aid conversations when conducting follow up enquiries.
- Survey responses may be linked as part of providing feedback to WMCA.
- Diagnostic data compiled as part of support from BGWM may be linked to any survey data provided.

If you have an queries or concerns with how data may be linked, you can email feedback@bgwmservice.com.

To clarify – no automated profiling will take place.

Will we share your personal data?

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

- > WMCA (if you consent) so that they can follow up with any relevant actions associated with your feedback
- > Partner e.g. our partner organisation, ekosgen who may undertake a value for money assessment of the support.

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.

Aggregated and anonymised data will be shared with funding government departments (such as Department for Business and Trade or Department for Levelling Up, Housing and Communities) for the purpose of contributing to the UKSPF or other relevant programme evaluations, but no personal data or data that will identify individuals will be shared as part of this. The only exception to this is where you have explicitly consented to being identified as part of a case study or similar. These outputs might include personal data or data that could identify you to these Departments.

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 the duration of the contract and for one month after the sign off of the final report. Data will likely be securely digitally deleted in September 2025 or September 2026 dependent on a fixed one year contract extension.

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