

Privacy Notice for Greater Manchester Combined Authority UKSPF E33 and E34 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.

- Company number | 03069806
- Address | Winning Moves, 102 Colmore Row, Birmingham, B3 3AG, England
- 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

GMCA have commissioned Ekosgen and Winning Moves to evaluate the UKSPF delivery of requirements E33 and E34 which focuses on provision of support to those 15-19 NEETs (not in education, employment or training) in Greater Manchester. GMCA are working with the 10 local authorities in Greater Manchester to deliver this provision, with some outsourcing to local delivery partners. The purpose of the project is to evaluate the NEET support delivered through UKSPF that examines the successes and challenges of GM's transition away from a prime provider model. The evaluation comprises three elements, providing a focus on i) the extent of local tailoring of the offer across GM's 10 districts, ii) extent of involvement of young people in the design and delivery of local programmes and iii) extent of targeting of priority / vulnerable NEET groups. The evaluation will be speaking local authorities, stakeholders and training providers, whose personal data will be needed to organise interviews. The evaluation will also be speaking with beneficiaries of the support in focus groups, as well as analysing outcome and output data on a beneficiary level basis.

Data controller and data processors

For the purposes of this project:

GMCA and the 10 local authorities, and any delivery partners are the data controllers. 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:

- Simple data including your name, email address, age, organisation name, telephone number.
- Behavioural data including your experience with / thoughts / opinions / feedback on GMCA NEET provision, activities (that could lead to profiling), outcomes of support.

How we get the personal data we process

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

- Simple data was shared directly by GMCA as the client,
- Behavioural data is obtained via interviewing e.g. through responding to this interview request that you are being invited to participate in.

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:

- Legitimate interest: your contact details were shared with us by GMCA as they have a legitimate interest in understanding the successes and challenges of GM's NEET programmes.
- 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 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 or emailing dataprotection@winningmoves.com.

How we will use your personal data

Personal data will be aggregated and reported. Wherever possible quotes and information will be anonymous however there may be instances where attributable quotes will be used. Winning Moves will ask explicit permission in instances where attributable quotes may be used (due to the inability to anonymise them). Personal data is used for market and social research purposes; this includes carrying out analysis and producing reports on behalf of GMCA. Personal data may also be used for quality control purposes (for example to recontact you to validate responses). Provided you give consent, personal data may be used to recontact you about any relevant follow-up research.

Will we share your personal data?

- Our sub-processors who may carry out some of the processing on Winning Moves' behalf, and under Winning Moves control, for example:
 - The service provider who hosts our survey platform, IdSurvey.
 - Microsoft 365 cloud servers which we use for document storage.
- 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 personal data for 6 months post project completion which is expected to be 30 September 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	Email	Address
0121 285 3800	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	Website	Address
0303 123 1113	https://www.ico.org.uk	Information Commissioner's Office Wycliffe House Water Lane Wilmslow Cheshire SK9 5AF