

Privacy Notice for ReLondon Flats Above Shops Research



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

ReLondon commissioned ethnographic research in 2023 to understand the barriers in current waste services that prevent residents of flats above shops recycling or recycling to its full potential and implemented interventions to address these challenges.

Winning Moves have been commissioned to evaluate the interventions used on 6 streets across 3 London boroughs, to assess the extent of sustained positive changes in recycling behaviour amongst residents. The project is called FLASH (Flats above shops) Resident.

Data controller and data processors

For the purposes of this project:

- ReLondon is the data controller
- 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, telephone number, age, gender, address and number of years at the address, number of people in the household, language spoken at home
- Behavioural data including your behaviour around recycling, knowledge / awareness of recycling services, opinions on waste and recycling interventions, opinions on recycling interventions.

How we get the personal data we process

- Your personal information may either be provided by ReLondon or collected by Winning Moves via on street recruitment, telephone interviews or online surveys. You might also provide your data to us for administration of incentives due to them for participation in the research.
- There may be some 'snowball sampling' which means that some personal data may be provided by those who choose to participate in an interview or survey with Winning Moves and are able to recommend or suggest someone they know who could be suitable for Winning Moves to approach for this evaluation.
- Behavioural data will be collected through primary research conducted by Winning Moves, both through an online survey and through qualitative interviews.

The legal bases for processing your personal data

Under the UK General Data Protection Regulation (UK GDPR), the lawful basis we rely on for processing this information is Consent. This means your consent will have explicitly been sought 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 or emailing dataprotection@winningmoves.com.

ReLondon will provide simple data (name, contact details) of data subjects they are sharing with Winning Moves, under the legal basis of Consent. These data subjects will have already participated in a previous

survey conducted by another agency for ReLondon, and ReLondon have re-contacted these individuals to check they are happy for their details to be shared with Winning Moves for the purpose of participating in this research.

Where Winning Moves is gathering personal contact data or behavioural data, this will also be done on the lawful basis of Consent.

How we will use your personal data

- For quality control purposes, we may get back in touch to clarify anything which we are unclear on, however we will receive informed consent for this.
- Your responses will be analysed and reported back to our client in an anonymised format, and no personal data will be shared or reported on.
- To recontact you about follow up research, provided you have given consent to be recontacted

Will we share your personal data?

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

- Our sub-processors who may carry out some of the processing on Winning Moves' behalf, and under Winning Moves control, for example:
 - Microsoft 365 cloud servers which we use for document storage;
 - Secure data transfer platforms for data sharing from ReLondon to WM

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 data for six months after the completion of the project. We expect we will then dispose your information by end of March 2025.

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