

# Privacy Notice for WMCA Investment Readiness Programme and Decarbonisation Net Zero Programme Evaluations



## 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](mailto: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

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

Business Growth West Midlands (BGWM) have recently delivered multiple support programmes using the UK Shared Prosperity Fund (UKSPF). This included support to high growth startups to help prepare them for external investment, through the Investment Readiness Programme (Access to Finance), and to SMEs in the high energy sector, to provide energy efficiency and decarbonisation support, through the Decarbonisation Net Zero Programme. Winning Moves, alongside RSM, have been commissioned by West Midlands Combined Authority (WMCA) to evaluate these programmes. As part of this, we are speaking to beneficiaries of the Investment Readiness (Access to Finance) Programme and Decarbonisation Net Zero Programme to gather reflections on the support and to understand the impact it has had on these businesses.

### Data controller and data processor

For the purposes of this project:

1. WMCA
2. Winning Moves and RSM are the data processors

### 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, organisation name, telephone number, business address, business companies house number
2. Behavioural data including your experience with / thoughts / opinions / feedback on support received, activities related to the support, location, performance
3. Financial data including your turnover, profit, grants, investment.
4. Sensitive data optionally provided to WMCA including your health-related data, ethnicity, religious beliefs, sexuality which you may have provided when registering for the programme or diagnostic support from BGWM.

### How we get the personal data we process

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

- > Shared with us from WMCA – including your simple and sensitive data listed above.
- > From you via survey responses or interviews – including the behavioural and financial data listed above.

### 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 sensitive data, contact details and other simple data (i.e. business information) were shared with us by WMCA 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](mailto: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 reported in an aggregated and anonymised format, unless you explicitly consent to share in another format (e.g. attributable in a report or as a case study).
- > Where you consent, some quotes may be used in an attributable way.
- > Personal data collected at survey may also be linked to sensitive data provided by WMCA.
- > Responses will also be shared with RSM for analysis purposes and, where explicitly consented, with BGWM so that feedback can be discussed.
- > Where you consent, we will use your data for quality control purposes; we may telephone you to validate your responses.
- > We may also use your contact details to recontact you about future research.

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
- > RSM as our evaluation partner

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 June 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	<a href="mailto:dataprotection@winningmoves.com">dataprotection@winningmoves.com</a>	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	<a href="https://www.ico.org.uk">https://www.ico.org.uk</a>	Information Commissioner's Office Wycliffe House Water Lane Wilmslow Cheshire SK9 5AF