

Privacy Notice for Flourish and Moving Ahead Evaluation



Important details about Winning Moves

As part of GC Insight, 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

We take 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 is undertaking a summative assessment of the Flourish Programme and the Moving Ahead Programme, on behalf of Keele University. The purpose is to evaluate the programmes' success against its intended outcomes and outputs, in relation to both process and impact. To do this, Winning Moves is contacting stakeholders and the businesses and students who received support / took part in projects under the programmes to participate in qualitative interviews or complete online surveys. This will help us to understand reflections and opinions on the programmes and how they have benefited those who took part and the wider Newcastle-Under-Lyme community and economy. This will then be used to improve processes and procedures for the evolution of the projects post March 2025, where funding permits.

Data controller and data processors

For the purposes of this project:

- *Keele University 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:

- For all respondents, simple data including your name, email address and business name (where relevant). For relevant stakeholders we also hold job title.
- For supported businesses only: financial data including reflections on business turnover, profit and productivity.
- For all respondents, behavioural data including information on business needs, activities that have taken place during the support / projects, outputs, outcomes and impacts that have resulted from the programmes, on an individual but also community-wide basis.

How we get the personal data we process

- All simple data listed above will be shared securely with Winning Moves by Keele University;
- All financial and behavioural data listed above will be gathered through primary data collection, either at interview or in an online survey.

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. The sharing of simple data is covered by '**legitimate interest**' as Keele University have a legitimate interest in evaluating their activities and understanding their impact;
2. The collection and processing of financial and behavioural data is covered by '**informed consent**' as we explicitly seek consent ahead of commencing an interview / online survey (on the survey landing page).

How we will use your personal data

Your personal data will be used in the following ways:

- For market and social research purposes: this includes carrying out analysis and producing reports on behalf of, and for, the client who has commissioned the research. Your data will be aggregated and anonymised before being analysed and reported on.
- For quality control purposes: we may telephone you to validate your responses;
- Provided you have given consent, to recontact you about follow-up research.

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;
 - IDSurvey, the service provider who hosts our survey platform.

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 all your personal data for six months following completion of the project – which we expect to be end of October 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