

Privacy Notice for Final Evaluation of the Global West Midlands Programme Beneficiary Survey



Important details about Winning Moves, part of GC Insight

Established in 1995, Winning Moves Ltd, part of GC Insight 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

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

West Midlands Growth Company (WMGC) have asked Winning Moves (part of GC Insight) to undertake a beneficiary survey to inform the final evaluation of their 'Global West Midlands' programme (GWM) – set up to continue and build upon the opportunity pipeline and activities delivered through the Business and Tourism Programme.

This privacy notice provides details about how any of your personal data related to this survey will be processed.

Data controller and data processors

For the purposes of this project:

1. West Midlands Growth Company is the data controller
2. Winning Moves, part of GC Insight, 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, business name, email address, telephone number, job position, industrial classification code, no. of employees, sector
- **Behavioural** data including information about individual business performance and practices
- **Financial** including your organisations' turnover.

How we get the personal data we process

Your personal information has been/will be obtained through the following ways:

- Your contact and other details will be shared with us securely by WMGC;
- Additional personal data will be collected during telephone interviews with beneficiaries.

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:

- Registrant data (names, telephone numbers, email addresses) supplied to GC Insight will be processed under the legal basis of **Public Task**. This is specified in the PN provided to

Data Subjects (that their details may be shared with a third-party evaluator for the purposes of evaluation)

- At the point of recruitment for the interviews, GC Insight will process data under the legal basis of 'Consent'. Data subjects will be required to explicitly consent to participate in the interview and have their personal data further processed.

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

Your personal data will be used for market and social research purposes: this includes carrying out analysis and producing reports on behalf of the client who has commissioned the survey. More specifically, it will be used in the following ways:

- Non-anonymised write ups will be provided to WMGC. These write ups will identify data subjects and their linked responses. However, explicit response for this sharing will be obtained during interviews. Where consent is not provided, then responses will be shared with WMGC in an anonymised format.
- No automated profiling will take place
- Your details may be kept for recontact 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:

- Providing you have given explicit consent (as per above), a non-anonymised write up of your interview will be shared with WMGC which would identify you and your responses.
- 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
- 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 related to this contract for three months after completion.. 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