

Privacy Notice for WRAP Impact Assessment



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 an impact assessment of WRAP's work between 2022 and 2024. The purpose is to understand WRAP's impact across its various projects. To do this, Winning Moves is contacting stakeholders, signatories and beneficiaries of projects from 2022 to 2024 to understand their involvement with WRAP, actions taken because of WRAP support, and any associated costs of this action. In order to effectively carry out the impact assessment we need to process the personal data of stakeholders, signatories and beneficiaries of WRAPs projects from 2022 to 2024.

Data controller and data processors

For the purposes of this project:

- *WRAP 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 and/or telephone number.
- Behavioural data including information on activities that have happened and types of beneficiaries.

How we get the personal data we process

- All contact details ('simple data') will be shared securely with Winning Moves by WRAP;
- 'Behavioural data' will be obtained directly from stakeholders during interviews;
- Financial data including costs and cost savings related to actions taken that WRAP has supported.

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 contact and some grant related data to WM by WRAP is covered by '**legitimate interest**' as WRAP have a legitimate interest in evaluating their activities and understanding and quantifying their impact;
2. The processing of financial data and 'beliefs and opinions' is covered by '**consent**' as we explicitly seek consent ahead of commencing an interview.

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 survey. Your data will be aggregated and

anonymised before being analysed and reported on. However, in some circumstances, you may be asked if you consent to your data being reported to WRAP in an attributable format. Consent will be asked specifically for this at interview.

- To link survey responses with financial data provided by WRAP in order to provide the insights and robust evidence required;
- 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;
 - Secure data transfer platforms for data sharing from GMCA 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 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