

# Privacy Notice for New Smithfield Market Business Impact Survey

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**Manchester City Council** has invited you to take part in the New Smithfield Market Economic Study being delivered by GC Insight.

Before you agree to take part, we want you to know exactly how your personal data is going to be used.

This Privacy Notice should give you all the information you need to help you to decide if you want to take part in the research. If you would like to find out more, there are details at the end of this document about how to get in touch, and we would be happy to help.

## What is this about?

Manchester's New Smithfield Market is the largest wholesale market in the North West of England, providing wholesale goods to trade and the public. In 2018, GC Insight (formally known as ekosgen) an independent consultancy, was asked to provide economic data to Manchester City Council to help them measure how important the market is to the local economy, including:

- How much money the market helps generate – through sales, jobs and business activities
- How many people rely on the market for work – including traders, suppliers and others

Manchester City Council have now asked us to update these figures.

## What will it involve?

In order for us to do this, you have been invited to complete a short online survey. Manchester City Council have sent you a link to the survey, as they have your email address as part of you operating out of the market. However, the survey has been designed and is being hosted by us at GC Insight. The survey should take no longer than about five minutes to complete and will ask you to provide details such as:

- Your business name
- Your turnover
- How many employees work out of the market
- The broad geographical area of where your employees live
- Your business outlook and thoughts and opinions about the market

You DO NOT HAVE to take part. It is completely up to you whether you do or not. And if you decide at any time to change your mind about taking part, you can do so without giving a reason. However, Manchester City Council is keen for all traders to complete a survey so they can build the fullest most possible picture. To help with this, we will let Manchester City Council know which plot numbers have returned a completed survey, and they might speak to those who have yet to complete a survey and encourage their participation.

## Which organisations are involved in the study?



**MANCHESTER  
CITY COUNCIL**

The local authority which has commissioned the economic study.



The independent consultancy asked by Manchester City Council to update economic data about New Smithfield Market.

## What information will you have about me?

Ahead of you being asked to take part in the research, GC Insight will not hold any of your personal data. Manchester Council, who already holds your contact details in relation to you operating out of New Smithfield Market, will issue invitations to take part in the survey on our behalf.

If you choose to take part in the survey, we will ask you to provide details about your New Smithfield Market business operations. Apart from your opinions on the Market, we do not expect to collect or store any of your personal data.

## How will my information be stored?

Only the people in the research team at GC Insight will be able to see the information you share with us.

Our digital systems and internal processes comply with GDPR and other data processing regulations. Once we've finished collecting responses from everyone, we'll bring them together to analyse and report the overall findings to Manchester City Council. This means that, while the Council will know which businesses have taken part, they won't be able to see what any individual business has said.

Your personal data will be kept for no more than six months after we have finished the project. At the moment, we expect this to be September 2026.

## What can I do if I'm not happy with how my information is being used?

At any point, you can choose to not take part in the research, or for your information to be shown to you, changed or deleted. If you want to make a complaint about how your information is being stored or used, you can contact:



0161 528 1660 or [dataprotection@gcinsight.co.uk](mailto:dataprotection@gcinsight.co.uk)

0303 123 1113 <https://ico.org.uk>

## Is there any other information I might need to know?

Because we are looking after your personal data, there are certain laws that we need to obey, and certain things that we need to share with you.

Laws and codes	We follow the UK General Data Protection Regulation (GDPR) and the Data Protection Act (2018).
Data controller and data processor(s)	The data controller for your personal data for data protection purposes is Manchester City Council.  The data processors are GC Insight.
What is 'personal data'?	Personal data is defined under the General Data Protection Regulation (GDPR) as "any information relating to an identifiable person who can be directly or indirectly identified by reference to an identifier".
Lawful basis for processing	Under the UK GDPR, the lawful bases we are relying on for processing your data are:  <b><u>Consent</u></b> – the information you share with us when you participate in the survey is done so under 'consent'. This means that you have told us that you are happy to share this information with us.
Where your data is stored	All of the information we have about you, or we collect during the feedback group will be kept in either the UK or the European Union.  Your data will be stored in restricted access folders on our secure servers.
Important details about GC Insight	<ul style="list-style-type: none"> <li>• Our address: Lee House, 90 Great Bridgewater Street, Manchester, M1 5JW</li> <li>• Our phone number: 0161 528 1660</li> <li>• Our email address: <a href="mailto:enquiries@gcinsight.co.uk">enquiries@gcinsight.co.uk</a></li> <li>• Our company number: 3162288</li> <li>• We are registered with the Information Commissioner's Office and our number is: ZB696723</li> </ul>
Who else might have access to your personal data	We may have to share your personal data with: <ul style="list-style-type: none"> <li>• Third party service providers that provide the necessary IT systems and software for us to be able to work.</li> </ul>