

# Privacy Notice for assessment of food waste recycling and reduction interventions in South Ayrshire Council

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## 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.

- 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*

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*

Zero Waste Scotland is a public body that works to reduce waste and promote circular economy in Scotland. In 2023-24, it ran a trial to identify and test a range of options to reduce the amount of food waste from households in South Ayrshire Council, and to maximise the recycling of food waste that was unavoidable. The options tested were:

- Free food caddy liners
- Bin stickers (discouraging placing food waste in residual bins, and encouraging placing food waste in the appropriate bin)
- A communications campaign.

Winning Moves, part of GC Insight, has been requested by Zero Waste Scotland to undertake research with households in South Ayrshire Council participating in the trial to help understand whether and which options have been impactful in helping to reduce food waste. By issuing a short web survey, and inviting you to participate in a longer, more in depth survey (on the telephone), we hope to provide insight to Zero Waste Scotland about your experience of the trial, and share your opinions on improvements to be considered.

### *Data controller and data processors*

For the purposes of this project:

1. Zero Waste Scotland 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, residential address, email address, telephone number, age and number of people living in your household.
- **Behavioural** data including your thoughts and opinions about the trial, and your recycling behaviour.

### *How we get the personal data we process*

Your personal information has been/will be obtained by:

- You responding to our request to participate in research. Initially this will be inviting you to complete a web survey. At the end of the web survey, you will be asked if you would like to take part in a longer, more in depth interview.

#### *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:

**Consent:** any processing of your personal data will be done so by informed consent.

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](mailto: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:

- Responses you have provided us with will be combined with other responses and reported on in aggregate.
- We will share anonymised write ups of in depth interviews with Zero Waste Scotland. Anonymised means that, before sharing, we will remove all personal data (such as your name and contact details) and check to make sure that you cannot be identified as an individual from your responses.
- 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:

- 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 six 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 | <a href="mailto:dataprotection@winningmoves.com">dataprotection@winningmoves.com</a> | Winning Moves<br>102 Colmore Row<br>Birmingham<br>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