

Privacy Notice for Digital Connectivity Impacts Evidence

GC Insight has invited you to take part in research on behalf of Liverpool City Region Combined Authority.

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?

Liverpool City Region (LCR) Combined Authority has asked GC Insight, an independent consultancy, to help provide evidence to support the improvement of public 5G connectivity in Liverpool City Region. The work will particularly explore five key sectors (events economy, retail and leisure, bus transportation, social/health care and housing and regeneration) to understand the benefits and challenges of 5G connectivity. We will do this through developing a suite of case studies informed by a literature review and qualitative research with representatives from the five key sectors.

In addition to the case studies, we will produce an economic scenario model and map current and potential 5G coverage.

What will it involve?

You have been invited to take part in this study, to participate in an interview. This will involve a conversation with a member of our consultancy team on Microsoft Teams. The call will take approximately N minutes. We will use Teams to record the conversation and Copilot, Microsoft's AI tool, to generate a transcript. This will allow us to accurately capture the existing challenges and barriers you face due to poor public digital connectivity and potential improvements that would benefit your sector from enhanced public 5G connectivity.

For some of the sectors, we might arrange for more than one interviewee to take part in the conversation (a 'group interview'). If you are invited to take part in a group interview we will ensure that you are aware of this prior to agreeing your attendance.

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.

Which organisations are involved in the study?



The Liverpool City Region Combined Authority (LCRCA) is a regional governing body that brings together six local councils - Halton, Knowsley, Liverpool, Sefton, St Helens, and Wirral - to manage strategic functions like transport, economic development, and skills. LCRCA acts as a strategic leader and catalyst for 5G, investing in infrastructure and driving public-sector use cases.



The independent consultancy commissioned by LCR to help provide evidence to support the improvement of public 5G connectivity in Liverpool City Region.

What information will you have about me?

Your contact details will have been shared with us by LCRCA.

If you choose to take part in the research, we will additionally collect information relating to your experiences, thoughts and opinions.

How will my information be stored?

Your personal data will be processed as digital data, and audio and visual data – as interviews will be conducted over Teams and recorded. Only the people in the consultancy team at GC Insight will be able to see your personal data, including your thoughts and opinions shared with us. However, if you partake in a group interview, other people in your sector outside of the research team will hear your thoughts and opinions that you share, and will know your name.

Our digital systems and internal processes comply with GDPR and other data processing regulations. Once we have finished collecting responses from everyone, we will combine them all so that we can analyse and report our findings

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

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).
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Data controller and data processor(s)	<p>The data controller for your personal data for data protection purposes is Liverpool City Region Combined Authority.</p> <p>The data processor is GC Insight.</p>
What is 'personal data'?	<p>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".</p>
Lawful basis for processing	<p>Under the UK GDPR, the lawful bases we are relying on for processing your data are:</p> <p>Public Task – Processing of your contact data will be under the lawful basis of Public Task. As a public authority, LCRCA is permitted to process personal data where it is necessary to carry out its official functions and fulfil its responsibilities in the public interest</p> <p>Consent – the information you share with us when you participate in the interviews is done so under 'consent'. This means that you have told us that you are happy to share this information with us.</p>
Where your data is stored	<p>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.</p> <p>Your data will be stored in restricted access folders on our secure servers.</p>
Important details about GC Insight	<ul style="list-style-type: none"> • Our address: Lee House, 90 Great Bridgewater Street, Manchester, M1 5JW • Our phone number: 0161 528 1660 • Our email address: enquiries@gcinsight.co.uk • Our company number: 3162288 • We are registered with the Information Commissioner's Office and our number is: ZB696723
Who else might have access to your personal data	<p>We may have to share your personal data with:</p> <ul style="list-style-type: none"> • Third party service providers that provide the necessary IT systems and software for us to be able to work.