

Privacy Notice for Greater Manchester Housing Investment Loan Fund Evaluation



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.

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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

The Greater Manchester Combined Authority (GMCA) has commissioned GC Insight (which Winning Moves (WM) is part of), to evaluate the Greater Manchester Housing Investment Loan Fund (GMHILF).

GMCA requires an independent evaluation of GMHILF which is primarily focused on:

- **Performance:** What outputs has investment by the fund delivered, or will be delivered? And how does this compare to the original targets for the fund?
- **Additionality:** How successful has the fund been in terms of increasing and accelerating the supply of new homes across Greater Manchester? This is key to understanding whether the fund is fulfilling its mission.
- **Wider benefits:** What wider outcomes and impacts has this investment unlocked or catalysed? This is critical for understanding the broader influence of GMHILF, beyond the immediate goal of increasing housing supply (e.g. the social value generated through improvements in living conditions or improved access to affordable housing, and the jobs created during construction).
- **Value for money:** Has the fund achieved good value for money? Do the benefits derived from the investment outweigh the costs incurred, and does this represent an effective use of public resources?

By undertaking an interim evaluation now, the study findings will provide insights that help to guide future decision making and improve the impact and targeting of the fund. The study will also provide robust evidence that could be used to justify continued investment in the fund, and/or to maintain or increase the trust and support of stakeholders, including DLUHC.

In order to effectively carry out the evaluation we need to process the personal data of:

- Developers who have received finance through GMHILF
- Lenders / other financial institutions
- Planning/housing officers from local authorities
- GMHILF delivery investment team

Data controller and data processors

For the purposes of this project:

- **The Greater Manchester Combined Authority is the data controller**
- **GC Insight (which Winning Moves is part of) 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, telephone number. Additionally for Stakeholders, we will process your job title and organisation name.
- Behavioural data including your experience with / thoughts / opinions / feedback on the GMHILF.
- Financial data relating to the GMHILF

How we get the personal data we process

- All of the data to be processed, except 'behavioural data' (detailed above) will be shared securely with Winning Moves by GMCA. This is GMHILF related data' that GMCA holds;
- 'Behavioural data' will be obtained directly from data subjects during primary research e.g. interviews.

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 data to WM by GMCA is covered by 'public task';
- 2) The processing of 'beliefs and opinions' is covered by 'consent' as we explicitly seek consent ahead of commencing with any primary research.

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;
- To link survey responses with monitoring data provided by GMCA in order to provide the insights and robust evidence required by GMCA;
- 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 February 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
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