

# Privacy Notice for 'Adaptation Reporting Power' (ARP4) Defra Research



Department  
for Environment  
Food & Rural Affairs

## Important details about Winning Moves

Established in 1995, 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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🌊 Information Commissioner Office Registration no | Z6399957

## Our commitment to your privacy

Winning Moves Ltd takes 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

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 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.

### Background

Winning Moves Ltd processes personal data for the purposes of undertaking independent research and evaluation. This is most often on behalf of another/other organisation(s), when they have a need for their research to be conducted independently, or because we have specific expertise or resource that is required.

This privacy notice has been curated specifically for the purposes of informing you about how your personal data will be processed for the evaluation of the fourth Adaptation and Reporting Power.

Winning Moves Ltd is part of a third-party evaluator consortium, led by ICF and commissioned by the Department for Environment, Food and Rural Affairs (Defra) to conduct a value for money evaluation of the fourth Adaptation Reporting Power (ARP4).

This value for money evaluation of the fourth Adaptation Reporting Power (ARP4) will use a mixed social research methods approach (desk-based review of existing evidence and primary data collection via outcome-harvesting interviews and forms) and appraisal techniques to establish the costs and benefits of ARP4, and particularly an evaluation of the local authority pilot this year. Winning Moves is administering an online evaluation form and conducting telephone interviews with reporting organisations to inform this evaluation. Participation is voluntary.

### Data controller and data processors

For the purposes of this project:

1. Defra is the data controller
2. Winning Moves is a data processor
3. ICF is also a data processor

### Type of data that will be processed

For this project, we will process the following types of personal data:

1. *Simple* data including your name, email address, age, organisation name, telephone number.
2. *Behavioural* data including your opinions and reflections on the process, involvement in previous reporting rounds and outcomes and impacts associated with the business' involvement in ARP4.
3. *Business* data including costs of, and savings as a result of, reporting.

### How we get the personal data we process

Your personal information is provided through the following ways:

- 🌊 Your contact details were obtained from Defra.
- 🌊 Via completed forms and interviewing e.g. through responding to this evaluation that you are being invited to participate in.

### The legal basis 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. *Consent* is the legal basis for which we will process additional personal data provided through evaluation forms or interviewing.

2. We will use *Public Task* as the legal basis for processing and sharing data pertaining to reporting organisations where we do not have an opportunity to obtain consent about data sharing.

#### How we will use your personal data

- For market and social research purposes: this includes carrying out analysis and producing reports on behalf of the client who has commissioned the evaluation.
- For quality control purposes: we may telephone you to validate your responses.
- Provided you have given consent, for Winning Moves or one of our research partners to recontact you about follow-up research.
- Results will be reported back to our client in a non-anonymised format. We anticipate that the results will be aggregated and overall findings from these results will be published, however, individual data will not be published in an attributable format.
- The personal data you provide will not be used for automated decision making (making a decision by automated means without any human involvement) nor profiling (automated processing of personal data to evaluate certain things about an individual).

#### Will we share your personal data?

Your personal data will be shared with the following third parties:

- Defra, the client and Data Controller. Aggregated data in the form of summary tables will be shared with Defra but individual responses will not be shared with Defra. It may still be possible for Defra to identify your organisation from summary data tables based on the information you provide but this will not be shared more widely in a way that identifies you or your organisation.
- ICF, a Data Processor and part of the research consortium. Under the lawful basis of 'consent', we will securely share with ICF personal data (business name and contact details) of any reporting organisation who consents to this. Consenting organisations may be contacted to take part in other aspects of this research project.
- Separately, under the lawful basis of 'public task', Winning Moves will securely share with ICF the name of any reporting organisation, that declines to take part in the evaluation. This will happen when, and only when, we have not had an opportunity to ask their consent to share their details. This is to ensure that ICF can be sensitive to the initial contact if they then contact that business as part of their role in the research project.
- ICF will also receive a non-anonymised dataset of all completed form and interview responses. This means that the responses provided to us during the evaluation will be shared with ICF, and that ICF will know who has provided which response.

Any third party must also 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 retain your personal information for 3 months after completion of the project (we expect this to be August 31<sup>st</sup> 2025). Your personal details will be removed from your evaluation form or interview responses and stored securely and separately. We will then dispose your information by secure digital deletion.

### Where your personal data will be processed

Data will be processed in the UK or EEA unless you request for further information to be shared, this will be sent through the emailer on our survey platform, which has servers based in USA. Your name and email may be processed by the emailer.

### 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 completed form or interview responses, be destroyed or deleted and we will carry out such a request. This can be requested during the interview itself or afterwards. However, after the results are published, we will not be able to remove your evaluation form or interview results. 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 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	<a href="https://www.ico.org.uk">https://www.ico.org.uk</a>	Information Commissioner's Office Wycliffe House Water Lane Wilmslow Cheshire SK9 5AF