

Privacy Notice for Responsible Entities, Contractors and Stakeholders: Cladding Safety Scheme Interim impact and value for money evaluation

GC Insight has invited you to take part in research on behalf of Homes England.

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

This Privacy Notice explains what personal information we will collect, how we will use and protect it, and what rights you have. Please read it before deciding whether to take part. If you have any questions, our contact details are provided at the end of this document.

What is this about?

The Cladding Safety Scheme supports the remediation of unsafe external cladding on eligible residential buildings over 11 metres where a responsible developer cannot be identified. This evaluation will review how the scheme is working and what difference it is making for residents, responsible entities and contractors.

Homes England has commissioned GC Insight to carry out an independent evaluation of the scheme. The research will gather feedback from residents, responsible entities, contractors and other stakeholders to help Homes England understand participants' experiences of the scheme, identify future improvements and the impact of the scheme.

What will it involve?

You may be invited to take part in one or more of the following activities:

1. **Surveys:** Some responsible entities will be invited to complete an online survey or, if they prefer, complete it by telephone with one of our researchers. The survey will take no more than 15 minutes to complete and will explore your experiences of the Cladding Safety Scheme and its perceived impacts on safety and financial circumstances. If you complete the survey by telephone, the call will be recorded for quality and training purposes
2. **Interviews:** Some responsible entities, contractors and stakeholders involved in delivering and managing the Cladding Safety Scheme will be invited to an interview with a member of our research team via Microsoft Teams. Interviews will last between 30 and 60 minutes. With your agreement, the interview will be recorded so that the researcher can focus on the conversation rather than taking detailed notes. The interview will explore your experience of the Cladding Safety Scheme and its perceived impacts.

You do not have to take part. It is entirely your choice. If you agree to take part and later change your mind, you can withdraw without giving a reason.

Which organisations are involved in the interim impact and value for money evaluation of the Cladding Safety Scheme?



Homes England

Homes England is the official government housing and regeneration agency in England. Homes England administers and delivers the UK government's Cladding Safety Scheme across England.



GC Insight is the independent lead of the consortium commissioned by Homes England to conduct an interim impact and value for money evaluation of the Cladding Safety Scheme.

What information will you have about me?

Depending on your role in the Cladding Safety Scheme, you may be invited to take part in a survey, an interview or both. The information we hold about you and how we contact you will depend on whether you are a responsible entity, contractor or another stakeholder.

If you have been invited to take part in:

1. **The Responsible Entity Survey:** Homes England will share your contact details and relevant information you provided through the Scheme's application process, for example details relating to the building, the remediation required and progress through the scheme.
2. **Interviews:**
 - **Responsible entities:** you will be asked in the survey if you are willing to participate in an interview. If you are willing you will be asked to provide your preferred contact details for follow up. The research team will review your survey responses prior to your interview for context and to tailor the conversation.
 - **Contractors:** Homes England will share your contact details so we can invite you to participate in an interview. Homes England will also share the details of the buildings you will be remediating for context.
 - **Homes England staff and other stakeholders** involved in the delivery and management of the CSS: Homes England will nominate the individuals best placed to share insights about the performance and progress of the scheme to date and share their contact details and job titles / role in relation to CSS with GC Insight.

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 used and shared?

GC Insight will use the information you provide to evaluate the Cladding Safety Scheme on behalf of Homes England. Your responses will help us understand participants' experiences and assess how well the scheme is working.

If you give us permission to, we may use your contact details to contact you to verify your responses.

Your responses will be combined with those of other participants. Findings will be reported in a way that does not identify you. The report may be published by Homes England.

How will my information be stored?

Surveys: Your information will be stored securely using IDSurvey, our survey management platform, and Microsoft 365. The research team at GC Insight will protect the confidentiality of your information in line with our data protection policies, secure data handling procedures and legal obligations. We will only use your information for the purposes described in this Privacy Notice.

Only authorised members of the GC Insight research team will have access to your personal data, including any views or opinions you share as part of the research. Access to information is restricted and managed to ensure that your data remains secure and confidential. Appropriate technical and organisational security measures are in place to protect your personal data from unauthorised access, loss, misuse, alteration or disclosure.

Interviews: Your personal data will be processed as audio and visual data (as interviews and focus groups will be recorded) and digital data. Only the people in the research team at GC Insight will be able to see your personal data, including your thoughts and opinions shared with us.

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 anonymised findings to Homes England.

GC Insight will keep your personal information for no more than six months after the evaluation has finished. We currently expect the evaluation to finish in January 2027. After this period, your personal information will be securely deleted or anonymised.

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

If you have questions about how your personal information is being used, or if you wish to exercise your data protection rights, please contact the Homes England Data Protection Officer at DPO@homesengland.gov.uk.

As a research participant, you have the following data protection rights, although some rights may only apply in certain circumstances. You can:

- Ask what data we hold about you
- Request a copy of your data
- Correct or delete your personal data
- Limit how your data is used
- Ask not to be contacted for future research
- Raise a complaint about how your data is handled
- Withdraw your consent for your data being used for recordings and/or to provide incentives.

You can withdraw from the research at any time without giving a reason. If you withdraw while we can still link your information to you, we will remove it from the research where possible. Once your responses have been fully anonymised, we will no longer be able to identify them as yours or remove them.



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).
Data controller and data processor(s)	The data controller for your personal data for data protection purposes is Homes England. You can contact the Homes England Data Protection Officer at DPO@homesengland.gov.uk The data processor is 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 is Public task: Homes England is carrying out this evaluation as part of its public functions in delivering and evaluating the Cladding Safety Scheme. Homes England has appointed GC Insight to undertake the evaluation on its behalf. Participation in the surveys and interviews is voluntary. We will ask for your agreement to take part before collecting information from you.
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	• 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	We may have to share your personal data with: • Third party service providers that provide the necessary IT systems and software for us to be able to work.