

Privacy Notice for Zero Waste Scotland research into digital technologies for kerbside collections

GC Insight – together with Resource Futures and on behalf of Zero Waste Scotland, has invited you to take part in research about digital technologies used in kerbside collections.

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?

The existing Code of Practice (CoP) for Household Recycling in Scotland (2016) sets out a framework of essential and desirable requirements for local authorities to deliver consistent, high-quality recycling services. While the current CoP does not prescribe specific digital technologies, it explicitly recognises the value of digital solutions in supporting performance monitoring, service delivery and optimisation, and continuous improvement.

The current review of the existing CoP, as part of the Circular Economy Route Map is an opportunity to embed best practice guidance on digital technologies ensuring all local authorities can benefit.

This research project is part of an ongoing programme of work to inform the ongoing CoP review, support the delivery of the Circular Economy Route Map and help shape future best practice guidance and capacity-building initiatives for local authorities and their partners.

The research project involves:

- A review of existing evidence available in the public domain to understand the variety of kerbside collection related digital technologies in use across any countries that could be used in a Scottish local authority setting.
- Communicating findings of the evidence review to relevant stakeholders through a report and a webinar, and in doing so capturing views and experience through a short online survey and through the webinar.

What will it involve?

You will be invited by GC Insight, on behalf of Zero Waste Scotland, to attend and participate in a webinar via Teams. As part of the registration process for the webinar you will be asked to complete a short online survey to provide information about your awareness, use, experience and views on current and emerging digital technologies that support kerbside collections.

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 project?



Zero Waste Scotland is Scotland's public body, working with government, business, and communities to rewire the economy from our current "take, make, waste" model to one where we make the most of the materials we have.



The independent consultancy asked by Zero Waste to conduct the research and lead the webinar in partnership with Resource Futures.



The independent consultancy asked by Zero Waste to conduct the research and lead the webinar in partnership with GC Insight.

What information will you have about me?

Zero Waste Scotland will share your name, organisation, role and contact details (email address and / or telephone number) with GC Insight to enable them to invite you to participate.

If you choose to take part in the research, we will additionally collect information relating to your experiences, thoughts and opinions of digital technologies relating to kerbside collections. If you choose to take part in the webinar, we may also process your image (if your camera is on). Others on the webinar may also see your image and any questions or opinions you may put forward during the webinar.

How will my information be stored?

Contact information - GC Insight will store your contact information on Microsoft SharePoint so they can invite you to the webinar and track responses.

Survey responses - GC Insight will invite you to complete an online survey as part of the registration process to the webinar. This will be set up on our survey platform IdSurvey where your responses will be stored. Responses will be extracted and stored in a secure Microsoft SharePoint folder. The responses will also be shared in an attributable format with Zero Waste Scotland and Resource Futures. This means that your responses will not be anonymous and your answers will be linked to you (for example, by name or other identifying details) so Zero Waste Scotland will know which responses came from which individuals.

Information shared during the webinar - During the webinar, other stakeholders (e.g. personnel from local authorities across Scotland) will also be present. They will be able to see your name, image and organisation displayed in the webinar and will hear the information you share during the webinar.

The webinar will be recorded and transcribed via Teams for analysis purposes only. The recording and transcript will not be shared outside of the research team.

Our digital systems and internal processes comply with GDPR and other data processing regulations.

We will keep your personal data (including the webinar recording) for no more than six months after we have finished the project (anticipated to be March 2026).

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

If you change your mind you can withdraw your consent any time prior to the webinar. Once the webinar has taken place all of the insights captured through the survey and webinar will be used to feed into a report for Zero Waste Scotland.

If you want to make a complaint about how your information is being stored or used, you can contact:



0845 644 3023 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 Zero Waste Scotland. The data processors are GC Insight and Resource Futures.
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 are: Public Task – your contact details have been shared with us under the lawful basis of 'public task'. This is because Zero Waste Scotland is a public body and it is in the public interest to understand the views about and use of digital technologies across kerbside collections in Scotland to inform future decision making and support Local Authorities. Consent – the information you share with us when you participate in survey and webinar is done so under 'consent'. This means that you have told us that you are happy to share this information with us.

Where your data is stored	<p>All of the information we have about you, or we collect 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.