

Privacy notice for residents: 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.

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?

Residents may be invited to take part in one or both of the following research activities:

1. **Surveys:** Some residents will be invited to complete a survey online or, if they prefer, 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 effects on your safety, wellbeing and financial circumstances. If you complete the survey by telephone, the call will be recorded for quality and training purposes.
2. **Focus groups:** Some residents will be invited to take part in a group discussion lasting up to 90 minutes. The discussion will explore residents' experiences of the Cladding Safety Scheme and its effects in greater depth. Focus groups will be recorded for analysis: online groups will be recorded using Microsoft Teams, while in-person groups will be audio-recorded using a digital recording device.

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?

As a resident, you may be invited to take part in a survey or focus group about your experiences of the Cladding Safety Scheme. The information we hold about you and how we contact you will depend on the type of research you are invited to take part in.

- **The Residents survey:** For buildings that are due to be remediated through the Cladding Safety Scheme, we will create a list of residential addresses using publicly available information. The list will contain addresses only and will not include residents' names.

If you are a resident living in a building where cladding remediation has not yet started, your survey responses will be anonymised and may be shared with Homes England for future evaluation of the Cladding Safety Scheme. The information shared will not include your name, contact details or any other information that directly identifies you.

- **Focus groups with residents:** At the end of the survey, we will ask whether you would like to take part in a focus group to discuss your experiences of the Cladding Safety Scheme and remediation work in greater depth. If you choose to take part, you will be asked to provide your preferred contact details so that we can contact you about the focus group.

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, we may use your contact details to:

- contact you to verify some of your responses
- send an e-voucher to you if you win the survey prize draw or take part in a focus group.

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.

Homes England may receive an anonymised version of the baseline resident survey dataset for future research and evaluation relating to the Cladding Safety Scheme. Before the dataset is shared:

- Your address, contact details and any other information that directly identifies you will be removed.
- Checks will be carried out to reduce the risk of you being identified from your responses.

Homes England may share the anonymised dataset with research or evaluation providers working on its behalf in the future. Any such sharing will be managed in accordance with data protection law and Homes England's data-governance processes.

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.

Your personal data will be processed by authorised members of the research team in the United Kingdom. We use the IDSurvey platform, which is provided by IdWeb S.r.L., a company established in Italy. Survey data is securely hosted within the IDSurvey On Cloud environment in France. Backup and recovery arrangements are maintained by IdWeb S.r.L. to help keep data secure and ensure service continuity.

Our digital systems mentioned above, and internal processes comply with UK GDPR and other applicable data protection legislation.

Focus groups: If you take part in a focus group, we will process the recording and other digital information collected during the discussion. Online focus groups may include audio and video, while in-person focus groups will be audio-recorded. Only authorised members of the GC Insight research team will have access to information that identifies you, including the views and opinions you share.

Our digital systems and internal processes comply with GDPR and other data processing regulations. After data collection is complete, we will combine your responses with those of other participants so that we can analyse the information 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 survey and focus groups 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. • Bakergoodchild for printing invitations to the resident survey. Please note these will be addresses only and will not contain any contact names. • Love2Shop, to issue e-vouchers to survey prize draw winners and to thank focus group participants for their time.