

Privacy Notice for Defra Workplace Intervention Pilot

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

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 Department for Environment, Food & Rural Affairs (Defra) is the central UK government department responsible for setting environmental policy, developing national recycling targets, and drafting associated legislation. Defra has commissioned a consortium, led by ICF, which includes GC Insight and Eunomia, to help them understand how businesses currently manage their waste and recycling.

This initial survey is intended to baseline micro businesses knowledge and behaviours with regard to recycling. A series of support interventions will then be delivered to relevant businesses intended to improve their compliance with forthcoming recycling regulations coming in to effect in March 2027 ('Simpler Recycling' legislation). The support interventions are being delivered by nine delivery partners, overseen by Eunomia. A follow up survey is planned to be conducted later this year to understand which types of support are most effective in improving micro businesses compliance regarding waste and recycling.

What will it involve?

For the baseline research, we are inviting businesses to complete a short online survey about their waste and recycling knowledge and behaviour. Delivery partners have shared the survey link by email, on social media or on their website. The link takes you to our survey platform, IdSurvey, where the survey should take about 5 minutes to complete.

Afterwards, we will collate and analyse all responses and report in aggregate. This means we will share an overall summary with Defra rather than reporting each response separately.

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 research?



The Department for Environment, Food & Rural Affairs (Defra) is the central UK government department responsible for setting environmental policy, developing national recycling targets, and drafting associated legislation.



An independent consultancy and lead member of the consortium commissioned by Defra to help them understand how businesses currently manage their waste and recycling.



An independent consultancy and member of the consortium commissioned by Defra to help them understand how businesses currently manage their waste and recycling.



An independent consultancy and member of the consortium commissioned by Defra to help them understand how businesses currently manage their waste and recycling, particularly delivering the intervention.

What information will you have about me?

Prior to you taking part in the research, we will not have any of your personal information. If you choose to complete the survey, we will collect information relating to your waste and recycling attitudes, knowledge and behaviour as well as information about your role and your business. Providing contact data such as your name, email address and telephone number will be voluntary.

How will my information be stored?

Your personal data will be processed as digital data. Only the authorised personnel in the research teams at GC Insight, ICF and Eunomia will be able to see your personal data.

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 our findings to Defra.

Your personal data will be kept for no more than six months after we have finished the project. At the moment, we expect this to be July 2027.

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

At any point, you can choose to not take part in the research, or for your information to be shown to you, changed or deleted. If you want to make a complaint about how your information is being stored or used, you can contact:



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.

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| 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 the Department for Environment, Food & Rural Affairs (Defra) The data processors are the research teams in the consortium: GC Insight, ICF and Eunomia |
| 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: Consent – the information you share with us when you participate in the survey 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 | 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 | <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 | We may have to share your personal data with: <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. |