

# Privacy Notice for West Midlands Resource Reuse Network (RRN) Audit and Evaluation

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**GC Insight**, has invited you to take part in research about the West Midlands Resource Reuse Network. 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 West Midlands Resource Reuse Network (WMRRN) is a free, facilitated programme promoting the circular economy by connecting businesses to reuse waste materials like metals, sand, and wastewater, aiming for cost and carbon savings. Led by International Synergies for the West Midlands Combined Authority (WMCA), it focuses on industrial symbiosis to turn waste into resources.

WMCA has commissioned GC Insight, an independent evaluator, to undertake a process and impact evaluation of the intervention. This will help WMCA understand if WMRRN is achieving its aim of reducing waste, diverting waste from landfill and saving Midland's businesses money, and to inform future delivery of the service.

The evaluation is being conducted through:

1. A survey with participating businesses. Primarily a web survey, there may be telephone interviews to help top up responses.
2. Qualitative interviews with stakeholders such as trade bodies and wider policy makers.
3. A synthesis of primary and secondary data covering cover materials used and outcomes and impacts.

GC Insight will analyse all data and report on the findings to WMCA.

## What will it involve?

### If you are invited to take part in the survey with participating businesses:

You will receive an email explaining in more detail the purpose of the survey, together with a link to use for completion. The survey should take approximately 15 minutes to finish. If you do not submit a response to the online survey, GC Insight may telephone you to offer participation in the survey over the phone. The survey will verify impact, obtain your views on the wider process and explore your recommendations for future delivery.

### If you are invited to take part in the interviews with stakeholders:

Qualitative interviews will take place over Teams and include audio and video recording. One of the team will email you and invite you to take part at a time that is convenient. Interviews will take approximately

60 minutes. These interviews will explore your views as to what extent you feel the WMRRN has been successful in achieving its objectives..

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 evaluation?**



The West Midlands Combined Authority (WMCA) acts as the strategic lead, commissioner, and funding body for the West Midlands Resource Reuse Network.



International Synergies (ISL) leads the initiative for WMCA.



The independent consultancy asked by WMCA to evaluate WMRRN.

#### **What information will you have about me?**

##### **Participating businesses:**

Ahead of asking you to take part in the evaluation, International Synergies has provided GC Insight with the details of all businesses that have engaged with the RRN until January 2026. The details include your name, your role, the business you work in, your contact details and other intervention details related to your businesses' use of the Network.

If you choose to take part in the research, we will additionally collect information relating to your experiences, thoughts and opinions on how effective the Network is.

##### **Stakeholders:**

You have been identified to us by WMCA or ISL as an important stakeholder to include in our evaluation. Your contact data may have been provided to us either by WMCA, IS or obtained from the public domain (e.g. website).

If you choose to take part in the research, we will additionally collect information relating to your views on the success of the RRN.

#### **How will my information be stored?**

Only the people in the research team at GC Insight will be able to see your responses to the survey/interview linked to your identifying details (e.g. your name or organisation).

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 WMCA. We may include quotes in our reports, however we will not attribute these to any individual.

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 September 2026.

#### **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](mailto: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 West Midlands Combined Authority: <a href="mailto:information.officer@wmca.org.uk">information.officer@wmca.org.uk</a> 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	<p>Under the UK GDPR, the lawful bases we are relying on for processing your data are:</p> <p><b>Legitimate interest</b> – your contact and other intervention related data held by ISL have been shared with GC Insight as WMCA have a legitimate interest in understanding whether the Network they are funding is achieving its objectives and to inform future delivery.</p> <p><b>Consent</b> – the information you share with us when you participate in the interviews is done so under ‘consent’. This means that you have told us that you are happy to share this information with us.</p>
Where your data is stored	<p>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.</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"> <li>• Our address: Lee House, 90 Great Bridgewater Street, Manchester, M1 5JW</li> <li>• Our phone number: 0161 528 1660</li> <li>• Our email address: <a href="mailto:enquiries@gcinsight.co.uk">enquiries@gcinsight.co.uk</a></li> <li>• Our company number: 3162288</li> <li>• We are registered with the Information Commissioner’s Office and our number is: ZB696723</li> </ul>
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"> <li>• Third party service providers that provide the necessary IT systems and software for us to be able to work.</li> </ul>