

WRAP Water Results Roadmap Framework

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

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

WRAP has commissioned GC Insight and our partner APEM, to build out a Results Framework (monitoring and evaluation framework) to measure progress towards the Water Roadmap's target (Sustainable Water Management / Good Ecological Status of catchments). The Water Roadmap, part of the UK Food and Drink Pact and developed with WWF, The Rivers Trust and leading food and drink retailers, was created in response to escalating and uneven water risks within the UK fresh food supply chains and the recognition that fragmented, company-level action alone cannot deliver water security at the scale required. Given that catchments function as shared systems, The Water Roadmap provides a sector-wide framework for risk assessment, aligned investment and collective action in priority sourcing regions alongside consistent expectations on water stewardship standards, supplier practices, and sector-level engagement on freshwater policy and governance. It aims to ensure 50% of fresh food is sourced from areas with sustainable water management, delivering on the UK Food and Drink Pact's water target.

What will it involve?

In order to build the Roadmap, we will undertake a range of activities including (1) Scoping; (2) Indicator development; (3) Design; (4) Stakeholder consultation; and (5) Finalisation, completing the results framework with WRAP in preparation for implementation.

To inform our research, you may have been invited to participate in a stakeholder consultation or a workshop. The consultation or workshop will be held on Teams and will explore your opinions and activities regarding water sustainability.

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 Waste and Resources Action Programme (WRAP) is the client for this piece of work.



The independent consultancy commissioned to lead the development of the Water Roadmap Framework.



APEM is an environmental and geospatial consultancy, specifically supporting as a water specialist for this piece of work.

What information will you have about me?

Your contact details have been securely shared with us by WRAP, as you have been identified as an important stakeholder of the Water Roadmap.

If you choose to participate in the research we will collect additional information that you provide to us such as your thoughts, experiences and opinions regarding water sustainability.

How will my information be stored?

Your personal data will be processed as digital, audio and visual data – as interviews and workshops will be conducted over Teams and recorded. Only the people in the research teams at GC Insight and APEM will be able to see your personal data, including your thoughts and opinions shared with us. However, if you attend a workshop it should be noted that others attending the workshop will see your name and hear any thoughts and experiences you choose to share.

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

Your contact data will be kept for no more than six months after we have finished the project. At the moment, we expect this to be February 2027. At that point, we will remove your contact data from your responses; however, we will retain other data (such as your job role and organisation name) against your response until we finish the overarching framework between WRAP and GC Insight under which this contract was commissioned. This is expected to be in 2028.

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.

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 WRAP. The data processors are GC Insight and APEM.
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: <u>Legitimate interest</u> – your contact details have been shared with us under the lawful basis of 'legitimate interest'. This is because WRAP have a legitimate interest in understanding the efficacy and impact of their work regarding water sustainability. <u>Consent</u> – the information you share with us when you participate in the consultation or workshop 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.