Privacy Notice for Defra Business Recycling Survey

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.

The findings will contribute to shaping future policy, guidance and support for businesses on waste and recycling, helping to ensure that any future interventions are practical, effective and informed by business needs.

What will it involve?

Providing information through an online survey or telephone conversation.

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?

Department for Environment Food & Rural Affairs

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.

ICF

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

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

You have been invited to take part in this research, because:

1) You took part in a recent Defra recycling survey and did not opt out of being invited to future research.
2) You participated in an online health check to understand if your waste and recycling services will meet upcoming legislation changes and did not opt out of being invited to future research.
3) You took part in a face to face, telephone or Teams conversation with a specialist about your waste and recycling needs and whether they meet upcoming legislation and did not opt out of being invited to future research.
4) You are a contact of a delivery partner or have seen an invitation to the research on a delivery partner's social media account or website.

   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:

ico. Information Commissioner's Office

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 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 GC Insight have about you, or we collect during the feedback group will be kept in either the UK or the European Union. Where data is shared with ICF, some processes may take place outside the UK or European Union. They have specific protections in place detailed in Section 11 of their privacy statement here: Privacy Statement | ICF 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.