Privacy Notice for ReLondon Food Waste Campaign (928472)

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

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?

We are carrying out research to better understand the views and experiences of residents about waste and recycling to inform future waste services.

What will it involve?

If you choose to take part, here is what you might be asked to do:

- Complete an online survey in November 2026 about food waste recycling in London. This may be because you completed a similar survey for us in June 2026 and opted in to receive an invitation to this second survey. You may also have been invited to do so through a street survey or a research panel.
- Tell us if you would be willing to take part in an interview (this will be a conversation on either the telephone or video call). Interviews help us understand people's experiences and views in more detail. If you are invited to an interview, you will receive a £30 voucher as a thank you.

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 project?

ReLondon (a partnership between the Mayor of London and the London boroughs) spearheads the city's transition to a zero-waste, low-carbon circular economy. Its role in tackling food waste includes helping Londoners to recycle their food waste and avoid throwing away edible food at home.

An independent consultant engaged by ReLondon to evaluate its food waste campaign.

Pook Fieldwork is helping GC Insight with this work. Pook representatives may speak to people in the street who can take part and invite them to do the online survey.

What information will you have about me?

If you take part, here is the information we may have about you:

- If you complete the online survey:
    - And took part in our research in June 2026 we will have your survey responses about your views and habits and food waste as well as your name and contact details through opting in to take part in the second survey.
    - If you did not complete the survey in June 2026 we will not know anything about you before you start. If you choose to take part, you may give us your name, contact details, and your views and habits about food waste.
- If you take part in an interview (a longer conversation by phone or video call), we will already have the contact details and responses you gave in the online survey. In the interview, we will ask more about your thoughts and experiences of food waste.

How will my information be stored?

Your personal data will be processed as digital and if you take part in an interview, audio and visual data – as interviews will be conducted over Teams and recorded. Only the people in the research teams at GC Insight and Pook will be able to see your personal data, including your thoughts and opinions shared with us.

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 before we start analysis.

Your personal data will be kept for no more than six months after we have finished the project, it will then be destroyed securely. At the moment, we expect this to be March 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.

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 ReLondon. The data processors are GC Insight and Pook.
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: **Consent** – the information you share with us when you participate in the survey or interview 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.
Whether AI will be used	We anticipate using MS Co-pilot to support analysis of open-end responses in the survey and the qualitative interview data as a starting point to identify key themes. If this is the case, the analysis will be quality checked for accuracy, and then further developed by a member of the team as part of the analysis process.

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.