

Privacy Notice for evaluation of Local Full Fibre Networks Programme



Important details about GC Insight

GC Insight is an advisory, research and evaluation consultancy working for government, publicly funded and other organisations. We primarily operate as a Data Processor – however, on occasion, we may operate as Data Controller (either singularly or jointly) depending on the nature of our work.

- Company number | 3162288
- Address | GC Insight, Lee House, Great Bridgewater Street, Manchester, M1 5JW
- Phone | 0845 644 3023
- Email | enquiries@gcinsight.co.uk
- Information Commissioner's Office Registration no | ZB696723

Our commitment to your privacy

We take your privacy very seriously and we are committed to protecting your personal information and the information you provide whilst conducting research with us. Please read this Privacy Notice carefully and contact us with any questions.

We are committed to meeting relevant laws, codes, registrations and standards



The UK General
Data Protection
Regulation (GDPR)



Data Protection Act
2018



Market Research
Society (MRS) Code
of Conduct



ISO20252:2019 –
the International
Quality Standard for
Market, Opinion and
Social Research



Information
Commissioner's
Office Registration
no | ZB696723



Cyber Essentials

As a Market Research Society Company Partner, you can trust that your personal information will be treated with respect, and it will only be used for the purposes that we inform you about. It is not our aim to sell or promote anything. We conduct market research using scientific methods and we commit, in obtaining your co-operation, not to mislead you about the nature of the research or how the findings will be used. You can verify that we are a bona fide market research consultancy by contacting the Market Research Society (MRS) on freephone 0500 396 999.

Purpose

Background

The Local Full Fibre Networks (LFFN) programme was launched by Building Digital UK (BDUK) in response to the UK's inadequate provision of full fibre networks, which was not meeting the country's future digital connectivity needs. BDUK is an executive agency of the Department for Science, Innovation and Technology (DSIT). The LFFN's programme's rationale was to stimulate the broadband market by reducing barriers to investment, and encouraging competition and innovation.

BDUK has commissioned an independent evaluation of the LFFN programme. The overarching aim of the evaluation is to assess the impacts of the LFFN Programme for BDUK to understand successes and learn improvements relevant to the current delivery of Project Gigabit. The evaluation is required to capture evaluation evidence to inform future programmes and further enhance BDUK's evidence base, in particular to:

- Establish the outcomes and impacts
- Inform and adapt current and future BDUK Programmes
- Disseminate good practice.

By inviting you to take part in an interview, we hope to provide BDUK insight into some of the impacts LFFN may have had on the suppliers involved in delivery as well as the local areas where LFFN-funded projects have been rolled out.

Data controller and data processors

For the purposes of this project:

1. BDUK is the data controller
2. The GC Insight led evaluation team, is the data processor.

Type of data that will be processed

For this project, we will process the following types of personal data:

- **Simple** data including your name, residential address, email address, telephone number, age and number of people living in your household.
- **Behavioural** data, including your thoughts and opinions about the LFFN programme and your company's expansion and investment decisions
- **Financial** data, including any cost savings or details of grant awards.

How we get the personal data we process

Your personal information has been/will be obtained from BDUK or the local authority implementing LFFN in your area.

The legal bases for processing your personal data

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are:

1. Public task: your contact details have been shared via referral from BDUK or a local authority, as BDUK require us to process your personal data to perform a public task. In this instance, it is to enable them to better understand the impact that the LFFN programme is having on local broadband markets.
2. Consent: prior to commencing an interview with you, we explicitly seek your consent to collect and process your personal data. Informed consent is always collected by way of an affirmative action such as a recorded verbal agreement when taking part in an interview.. You can withdraw your consent at any time by informing the interviewer or emailing dataprotection@winningmoves.com

How we will use your personal data

Your personal data will be used for market and social research purposes: this includes carrying out analysis and producing reports on behalf of BDUK as the client who has commissioned the evaluation. More specifically, it will be used in the following ways:

- If you take part in an interview, selected quotes and information you provide may appear as part of a report that we are producing for BDUK. Due to the nature of the programme (typically involving a single supplier delivering LFFN for a given local authority), there are limits to the level of anonymity that we can provide in the report. Consequently, we will ask you what level of identifiability you are comfortable with. For example, you might prefer a broad description of your job role to appear next to any quotes used in the report or simply to be described as a “stakeholder” at your company.
- We might want to re-contact you for related follow up research that we may carry out on behalf of BDUK.

Will we share your personal data?

Your personal data will be shared with the following third parties:

- Our sub-processors who may carry out some of the processing on Winning Moves’ behalf, and under Winning Moves control. An example of this might include Microsoft SharePoint, which hosts our data storage (servers located in the UK).

Any third party must process the personal information as set out in this Privacy Policy and as permitted by the UK’s Data Protection Act/laws.

How we will keep your personal data

Your information will be securely stored. We will protect the confidentiality of your information in accordance with our normal data handling procedures and all legal requirements. We will not use it for any purposes other than those which are set out in this Notice. We are committed to

keeping personal data secure and take all reasonable technical and organisational measures to protect personal data from loss, misuse or alteration.

The length of time we hold your personal information varies depending upon the type of information and its use. We will hold your personal information on our systems only for as long as necessary to provide research services to our clients, and will anonymise data where possible, securely deleting personal data associated with it at the earliest possible point. For this project, we intend to keep personal data related to this contract until the project is completed (expected August 2027). We will then dispose your information by secure digital deletion.

Where your personal data will be processed

Your data will not be transferred or stored outside the UK or European Economic Area.

Your Rights

Co-operation in research is voluntary at all times regardless of what the research is about or who our client is. You are entitled at any stage to ask that your personal data, or part or all of the record of your survey responses, be destroyed or deleted and we will carry out such a request. This can be requested during the interview itself or afterwards. You have the right to access any personal data that we process relating to you. We may ask for verification of your identity before releasing any information to you.

How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us:

Phone	Email	Address
0845 644 3023	dataprotection@gcinsight.co.uk	GC Insight Lee House 90 Great Bridgewater Street Manchester M1 5JW

You can also complain to the ICO if you are unhappy with how we have used your data:

Phone	Website	Address
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0303 123 1113

<https://www.ico.org.uk>

Information Commissioner's
Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF