

## Privacy Notice for York Business Perceptions Survey 2019

We will keep this privacy notice under regular review - it was last reviewed and updated in September 2019.

When City of York Council collects and uses your personal data, it is being regulated by Data Protection legislation and we're responsible as the 'Data Controller'. Our Data Protection notification is registered with the Information Commissioner's Office (ICO). Reference number Z5809563.

### Your rights

To find out about your rights under Data Protection law, you can go to the Information Commissioners Office (ICO) <https://ico.org.uk/for-the-public/>

You can also find information about your rights at <https://www.york.gov.uk/privacy>

If you have any questions about this Privacy Notice, want to exercise your rights, or if you have a complaint about how your information has been used, please contact us at [foi@york.gov.uk](mailto:foi@york.gov.uk) or 01904 554145, or write to the:

Data Protection Officer  
City of York Council  
West Offices  
Station Rise  
York  
YO1 6GA

City of York Council have commissioned Qa Research to undertake a Business Perceptions Survey in September 2019.

The survey asks about your experiences of complying with regulations in York and accessing the Council's regulatory services, as well as business performance.

Taking part in this research is voluntary, however your participation is important for ensuring that the needs of businesses like yours are fully considered in the policy making process. If you take part and then later change your mind about taking part, any personal data will be deleted from any research study or research database in which you are identifiable.

The findings will help the Council improve the accessibility and quality of their regulatory services, and continue to support businesses in the future, in terms

of growth, skills and productivity. This privacy notice explains how we use this information.

## **How your data will be used**

### **For research purposes**

This research is confidential and your answers to the survey will only be used for research purposes.

- Qa Research will provide City of York Council with anonymised raw data; this means that your answers to any questions that might make it possible to identify you (including your name, company name and full postcode) will not be passed onto the Council, they will be kept confidential by Qa Research;
- The Council will not try to identify you or your business from the answers you give, or by matching your answers with any other data we hold;
- We will only ask you for the information that is necessary to provide us with reasonable results;
- Research reports will only contain anonymous data (which means you and your company will not be named, nor identifiable from any answers you give).

### **Call recording for quality control purposes:**

Qa Research always like to ensure that people who take part in research they carry out have had a good experience. They check the work of their interviewers to ensure they are following the MRS Code of Conduct, and to comply with the requirements of ISO 20252, the International Standard for Market and Social Research, to which Qa Research is registered.

All calls are recorded from the moment the call is connected. Once they have explained their reason for calling you (to carry out research) they will ask for your consent to record the call. If you take part in a telephone survey they will delete the recording within 4 months of the date of the call. If you do not take part in the research the recording will be deleted within 4 months of the date of the call.

Qa Research is the data controller for personal data collected for this purpose, and the lawful basis for using your data in this way is their legitimate interest. Access to personal data collected and used for quality control purposes is strictly controlled and limited to Qa Research employees on a need to know basis. Data collected for quality control purposes will not be passed onto City of York Council or any third party.

## **Consent to re-contact**

Data collected for the purposes of carrying out this research will not be passed onto City of York Council or any third party.

Through the survey, Qa Research may ask for your consent to be re-contacted by someone at Qa Research or City of York Council for research purposes and to talk to you in a little more detail about doing business in York. This is voluntary. If you agree to be contacted the Council will:

- Store your information securely and ensure it is only accessed by employees who are authorised to do so;
- Make sure your information is not kept for longer than outlined in the Council's 'Data Retention Schedule';
- Make sure that your data is not passed onto any third party;
- Confidentially and securely destroy and delete your information when we no longer need it.

If you provide your consent for us to contact you and later change your mind, any personal data from which you are identifiable will be deleted.

## **How long do we keep your information for?**

We will keep the information you give us for up to three years. When we no longer have a need to keep your information, we will delete or destroy it securely.

At the end of the retention period, we may pass any relevant information to the City Archives where it is required or appropriate to do so.

## **Further processing**

If we wish to use your information for a new purpose, not covered by this privacy notice, we will provide you with a new notice explaining this new use prior to commencing the processing and setting out the relevant purposes and processing conditions. Where and whenever necessary, we will seek your prior consent to the new processing.