



Privacy notice for survey participants

1. What is the purpose of this document?

We are providing you with this Privacy Notice because you are participating in a survey conducted by Question & Retain (Q&R) on behalf of UK DEPOSIT MANAGEMENT ORGANISATION LIMITED trading as Exchange for Change (“we”, “our” or “us”) which is the UK's upcoming Deposit Return Scheme (DRS) across England, Scotland, Wales and Northern Ireland. It has its Registered Office at [27 Old Gloucester Street, London, WC1N 3AX](#).

The information that we gather in this survey will be used to support the aims and goals of Exchange for Change, helping us to better understand experiences, gather insights, measure impact, and identify opportunities to improve and develop our work. We respect your privacy and are committed to protecting your personal data.

This Privacy Notice gives you information on how we collect and use your personal data when you participate in the survey, who we might share it with, and how long we usually keep it. It also explains your legal rights and how the law protects you.

This Privacy Notice supplements Exchange for Change's Privacy Policy (<https://exchangeforchange.co.uk/privacy-policy/>) and is not intended to override it.

Please read the following information carefully to understand our practices regarding your personal data. By providing your personal data to us by any means, you are accepting the practices described in this Privacy Notice. If you do not understand or do not agree with any of the terms described in this Privacy Notice, please contact us before providing any personal data.

2. What personal data do we collect?

Personal data means any information about an individual from which that person can be identified, directly or indirectly. It does not include data where any identifying information has been removed (anonymous data).

We may collect, use, store and (where appropriate) transfer any personal data that you provide to us, as described in this Privacy Notice. The types of personal data that we collect during surveys may vary according to the objective of the survey, and whether or



not the survey is conducted directly by us or in conjunction with a third-party partner, but may include:

- Name and contact details such as telephone number and email address, and contact preferences
- Your responses to our survey questions, including your views and opinions, which may include personal data.
- Technical data such as browser type and IP address if surveys are completed electronically
- Your ‘Pseudonym’, which is an identification number assigned to you when you click on a survey link in a survey invitation that we have sent to you

3. How do we collect your personal data?

We collect your personal information from the following sources:

- You, the participant

Your personal data may be collected in various formats, including online surveys, apps or other digital tools, email surveys.

Your participation in the survey is voluntary and our lawful basis for processing your personal data is based upon your consent. You can withdraw your consent at any time by telling the person who contacted you in relation to the survey, or by contacting us at the address shown at the end of this document and referencing the survey in which you are participating.

4. If you fail to provide personal data

If you fail to provide certain personal data that we believe is necessary to participate in the survey, we may not be able to include you or to evaluate your responses and include them as part of our final report. If you fail to provide your email address, we may not be able to enter you in the prize draw for your participation in the survey.

5. How do we use your personal data?

We use the data that we collect for market research purposes only, and do not use it for any other purpose without your consent.



We consolidate your survey responses with those of other participants and produce a report of the results that does not personally identify you.

6. How do we share your personal data?

Personal data held by us is only accessible to members of our team who are involved in market research activities and, on an as-needs basis, to our IT and support services.

We may use third-party service providers, contractors or partners to support our market research activities, such as hosting online surveys, providing audio, video or other technical support, or data analysis services. The personal data shared with such third parties is limited to the extent necessary to fulfil the contracted services. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions. We take appropriate steps to ensure that third parties respect the security of your personal data and to treat it in accordance with the law.

As early as possible in a survey, we use pseudonyms or anonymise your personal data where possible, so that it can no longer be associated with you.

In any circumstance where we request your consent to share information from which you can or may be personally identifiable, we will inform you who the information will be shared with, the purposes for which they will use it, and how this may affect you (e.g. whether our client may want to contact you), so that you can make an informed choice of whether to consent.

We may also disclose your personal information in order to comply with any legal obligation.

7. How do we transfer your data?

The personal data that we collect from you may be transferred to, and stored (whether in hard copy or electronically) outside the European Economic Area (“EEA”). It may also be processed by our employees or suppliers operating outside the EEA. We ensure that your personal data is subject to appropriate safeguards as defined by European data protection laws. By submitting your personal data, you agree to this transfer, storing or processing.

8. What security measures do we have in place to protect your personal data?



We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed, and we require similar technical and organisational safeguards from any agents, partners or third-party suppliers that we use to conduct or support market research on our behalf. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need-to-know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

9. For how long do we retain your personal data?

We will retain any personal data obtained provided within the survey responses for 12 months and securely delete, anonymise, or otherwise dispose of information when it is no longer required.

General survey responses will be retained 36 months in line with legitimate business purposes and we will securely delete and dispose of information when it is no longer required.

10. What are your legal rights in relation to your personal data?

Under certain circumstances, by law you have the right to:

- **Request access** to your personal data (commonly known as a “data subject access request”). This enables you to receive a copy of the personal data that we hold about you and to check that we are processing it lawfully.
- **Request correction** of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected.
- **Request erasure** of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have exercised your right to object to processing (see below).



- **Object to processing** of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation that makes you want to object to processing on this basis.
- **Request restriction of processing** of your personal data. This enables you to ask us to suspend the processing of personal data about you, for example if you want us to establish its accuracy or the reason for processing it.
- **Request the transfer** of your personal data to another party.
- **Withdraw consent** at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent.

If you wish to exercise any of the rights set out above, please contact us in writing at the address given below

12. Contact details

If you have any questions about this Privacy Notice or how we handle your personal data, including any requests to exercise your legal rights, please contact the us using the details set out below. You have the right to make a complaint at any time to the supervisory authority for data protection issues in the country in which you reside, but we would welcome the opportunity to resolve any complaint with you directly, so please contact us in the first instance.

Email address: enquiries@exchangeforchange.co.uk

Postal address: 27 Old Gloucester Street, London, WC1N 3AX