Privacy Notice for Retailer Readiness Survey Participants

Retailer Readiness Survey

This notice explains how Exchange for Change uses personal data when you complete a Readiness Index survey, enter a related prize draw or agree to be contacted about future research.

Who is responsible for your data

UK Deposit Management Organisation, trading as Exchange for Change, is the data controller. Exchange for Change decides why personal data is collected and how it is used.

Question & Retain (Q&R) conducts the research for Exchange for Change and acts as a data processor. Q&R processes personal data only on Exchange for Change's instructions.

What we collect

- Your survey answers and information about your organisation, role and readiness for the Deposit Return Scheme.
- Broad location information, such as nation or the first part of a postcode, where requested.
- Technical survey information, such as completion time, device or browser information and IP address, where collected by the survey platform.
- Your email address if you enter a prize draw or agree to be contacted about future research.
- Your consent choices, the wording shown to you, and the date, time and survey through which the choice was made.
- If you later agree to telephone research, your telephone number and contact preferences for that study.

How we use your data

- To analyse awareness, readiness, confidence, concerns and support needs.
- To produce combined findings and track changes over time.
- To improve Exchange for Change communications, engagement and support.
- To run the prize draw, contact winners and deliver prizes.
- To invite you to future research where you have agreed.
- To keep a record of an opt-out so that we respect your choice.

Future research contact

You may be asked separately whether Exchange for Change can contact you by email about future research relating to DRS and its implementation. This may include:

- Future Readiness Index pulse surveys.
- Other online surveys.
- Telephone or video interviews.
- Focus groups or workshops.
- Similar qualitative or other research.

This choice is optional and is separate from prize-draw entry. Agreeing means that Exchange for Change may invite you to take part. You can still decide whether to participate in each piece of research.

Exchange for Change will normally contact you by email. If you agree to take part in telephone research, you may then be asked for a telephone number. You can withdraw your consent at any time by emailing enquiries@exchangeforchange.co.uk or using the unsubscribe link in a research invitation.

Our lawful bases

Subject to legal approval, Exchange for Change relies on:

- Legitimate interests for conducting and analysing the current research and producing combined insights.
- Contract for administering the prize draw under its Terms and Conditions.
- Consent for contacting you about future research opportunities.
- Legal obligation where the law requires information to be retained or disclosed.

Prize draw and future research are separate

Entering a prize draw does not sign you up for future research contact. Agreeing to future research contact is not required to enter a prize draw and will not affect your chance of winning or your ability to complete a survey.

Who we share data with

We may share personal data with Q&R and suppliers that provide survey, email, IT or prize-draw services. They must use it only for the agreed purpose and protect it. We may also disclose data where required by law.

Research findings will be combined or anonymised so that they do not identify individual respondents.

International transfers

If a supplier processes personal data outside the United Kingdom, Exchange for Change will use an appropriate safeguard, such as an adequacy regulation or approved contractual protections.

How long we keep data

- Identifiable survey responses: 12 months, then deleted or anonymised.
- Prize-draw records: six months after the relevant draw, unless needed for a query or legal duty.
- Future-research contact details and consent records: until you withdraw consent or for 24 months after your most recent consent or participation, whichever comes first.
- A minimal opt-out record may be retained where needed to make sure you are not contacted again.

Your rights

Depending on the circumstances, you may have rights to access, correct or delete your personal data, restrict or object to its use, or ask for a copy. Where processing is based on consent, you can withdraw that consent at any time.

Contact and complaints

To ask a question, exercise a data-protection right or withdraw consent to future research contact, email enquiries@exchangeforchange.co.uk.

You can also complain to the Information Commissioner’s Office. More information is available at ico.org.uk.

Changes to this notice

Exchange for Change may update this notice. The version linked from the survey will show when it was last updated.

By continuing with the survey, you confirm that you have read this notice. This does not mean that you have agreed to future research contact.