

## Privacy Notice for

### 'Better Connections' communication and engagement survey – summer 23

#### Why we want your feedback

We would like your feedback to improve our services. It will enable us to:

- Understand the different needs of our tenants to shape our new communications and engagement strategies, and provide services that meet your needs
- Understand how satisfied our tenants are and where we need to improve
- Follow up on any dissatisfaction to see if we can resolve the issue (with your explicit consent)

Anonymised feedback will be used for statistical purposes to understand our customer profile.

#### Processing and protecting your personal information

Data will be collected and processed under the UK General Data Protection Regulation (UK GDPR). Processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

We are committed to protecting your personal information and respecting your privacy.

Personal information is defined as any details that will enable you to be identified, such as ID numbers, names, telephone numbers, and address.

Our 'Better Connections' survey is being organised and managed by PFA Research Ltd, Penryn, a research organisation working as a data processor on behalf of Cornwall Housing Ltd. Cornwall Housing Ltd is a council owned company managing the housing service for Cornwall Council.

- a. This information is being collected and held in a secure environment by PFA Research and only shared with Cornwall Housing Ltd. Access to your information will only be made to authorised members of staff who are required to process it for the purposes outlined in this privacy notice.
- b. It will not be passed to other organisations except under law, for example government anti-fraud data matching. (For further information about anti-fraud matching go to [www.cornwall.gov.uk/nfi](http://www.cornwall.gov.uk/nfi)). **Your data will not be sold or passed to any third parties for commercial purposes or any other reasons not required under law.**

The following details will be provided to PFA Research in order to issue a survey and ensure the results are representative of our tenant profile:

- Name, address, phone number, email, age, disability, communication needs (for example - large print)

Any comments you make will be passed to Cornwall Housing. Your explicit consent will be requested from PFA Research Ltd before sharing your personal details with your comment to Cornwall Housing.

Your comments, and personal details held by PFA Research, will be retained for no more than 365 days. They will then be securely destroyed.

All information from the survey will be held separately from your tenancy file in a secure environment (unless explicit consent was given) and will be used to develop our services.

Appropriate security is in place to prevent any personal data held being accidentally or deliberately compromised. PFA Research maintains the same levels of security that we do which are set out in the contract we have with them.

PFA Research (Registration Number Z7757529) and Cornwall Housing (Registration Number Z7599901) are registered with the Information Commissioners Office as data controller and processor.

### **Your rights**

Personal information will be processed in accordance with the rights of data subjects under the Data Protection Act 2018 and GDPR 2018.

Personal information belongs to you. You have the right to:

- request a copy of your personal information held
- withdraw consent to having your personal data processed
- object to processing that is likely to cause or is causing damage or distress
- have inaccurate personal data rectified, blocked, erased or destroyed.

If you would like to access any of the information we hold about you, or have concerns regarding the way we have processed your information, please contact our representative in the first instance:

Joanne May  
Cornwall Housing  
Chy Tревail  
Beacon Technology Park

Bodmin  
PL31 8FR  
Tel: 0300 1234 161  
Email: [myviews@cornwallhousing.org.uk](mailto:myviews@cornwallhousing.org.uk)

Alternatively, you can contact our Data Protection Officer:

Sue Allport  
Cornwall Housing  
Chy Tревail  
Beacon Technology Park  
Bodmin  
PL31 8FR  
Tel: 0300 1234 161  
Email: [dataprotection@cornwallhousing.org.uk](mailto:dataprotection@cornwallhousing.org.uk)

### **What to do if you don't agree with something**

We would prefer any complaints to be made to us initially so that we have the opportunity to see if we can put things right. However, if you are unhappy with the way we have processed your information or how we have responded to your request to exercise any of your rights in relation to your data, you can raise your concerns direct with the Information Commissioner's Office Tel No. 0303 123 1113 <https://ico.org.uk/concerns/>.

Version 1 July 2023