

Privacy policy PlastiCity project – Surveys and Interviews to assess the attitudes and behaviours of businesses towards Plastic Recycling September 2021

1. General

Southend-on-Sea Borough Council is committed to protecting your privacy.

This Privacy Policy sets out how we treat your personal information, allowing you to make informed choices about the personal information you provide to us via Beanstalk Marketing Ltd (the Consultant).

This Privacy Policy applies to the details that will be submitted via the plastic recycling behaviour and attitudes surveys and interviews.

The data gathered will be analysed and used to assess business attitudes towards plastic recycling and the barriers and challenges they face. We will use the results to develop strategies to overcome the challenges and barriers. We may also use the results to make positive changes to our services.

Please read this Privacy Policy carefully before you begin to complete the interview and survey and engage in the project activities. If you have any questions or issues, please contact us at plasticity@southend.gov.uk

This Privacy Policy supplements and must be read in conjunction with our Terms and Conditions.

By taking part in the interviews and surveys, project activities and sharing your company details, you agree to accept the terms of this Privacy Policy.

If you don't wish your personal data to be used in the manner described in the Personal Data Protection Policy, please contact us at plasticity@southend.gov.uk and ask for your information to be deleted.

We may make changes to this Privacy Policy at any time, and such changes will be posted on [our website](#). Therefore, you should check this Privacy Policy regularly.

For the purposes of the Data Protection Legislation, including the Data Protection Act 2018 (the “DPA”) and the UK General Data Protection Regulation (the “**Regulation**”), the data controller is Southend-On-Sea Borough Council (“**we**” or “**us**”).

2. What we mean by personal information

Personal information means any data from which you can be identified (including information such as your name, email address and contact details) and which concerns you. All personal information that we obtain from you via the PlastiCity surveys and in relation to the PlastiCity project will be dealt with in accordance with the provisions of this Privacy Policy, the DPA and the Regulation.

3. Personal information that we collect

Your personal data is being collected by the Consultants as they have identified you as an active Southend business, a business connected to Southend or a business that has already agreed to take part in the PlastiCity project.

As a participating local business, the Consultant will ask you to complete the following:

- A telephone Interview to assess behaviour and attitudes towards plastic recycling; and
- An online survey to assess behaviour and attitudes towards plastic recycling.

The Interview guide and online surveys have been designed by the University of Portsmouth (UoP).

The interviews will be conducted by the Consultant. Prior to the interview the Consultant will:

1. Send the business an Initial email with the invitation to the interview.
2. Call businesses who have not yet responded – to check correct contact information and arrange a time for an online or in person interview.
3. Send the ethical form and consent for the recording of the interview and share the transcript.
4. Conduct the interviews.
5. Transcribe of the recorded interview using a software provided by the council (the contractor can use its own software).
6. Verify the transcript.

The Consultant will password protect the transcriptions and send them to the UoP, where they will be analysed. A report will be produced for us and the UoP will use the data to produce an academic paper will be produced. Only anonymised data will be used in published reports and academic papers.

All raw data and transcripts will be password protected and stored on secure servers.

The Consultant will ask you for certain basic and personal information to learn more about your organisation, for example, your name, email address, other contact information and information about your environmental policies, waste, and recycling.

We will use your email address to provide you with information about the interviews, interview results, the online survey and the business development surveys.

If you provide us with personal information about another person, please confirm that they have appointed you to act for them, consented to the processing of their personal data and that you have informed them of our identity and the purposes (as set out below) for which their personal data will be processed.

By providing us with your personal information, you agree to the Council, the Consultant and the UoP using your personal data for the purposes set out below.

4. How we use your personal information

We are processing your data to be able to learn more about the plastic recycling challenges that affect businesses. We will use your feedback and results to develop strategies to overcome the challenges and barriers.

Having this data will also allow us to assess the current situation, develop new business models to improve plastic recycling and measure success over the 3-year project period.

We will contact you about project updates and any events, workshops, networks, new online platforms, capitalisation studies, additional surveys, audits, and other relevant activities in relation to the PlastiCity project delivery.

We may also use the information provided by you or statistical information collected so that we can improve the waste and recycling services we offer.

We do not sell, trade, or rent your information to other parties unless we have first obtained your consent. If you do give us permission, we will only share information with organisations we have carefully selected and believe to be reputable.

5. Data sharing

All personal data gathered by us, the Consultant and the UoP will be controlled by the PlastiCity project team, which is part of the Waste, Environmental Care and Street Cleansing team of Southend-on-Sea Borough Council.

Survey data will be treated with the strictest of confidence, and only anonymised waste flow and behavioural survey data will be shared with other PlastiCity project partners, Interreg2Seas and the wider Southend community.

6. How long will we keep the personal data

Your personal data will be held until the end of the project, March 2023. Once the data is no longer required, it will be destroyed or disposed of securely.

7. How we protect your personal information

We are strongly committed to data security, and we take reasonable and appropriate steps to protect your personal information from unauthorised access, loss, misuse, alteration, or corruption. We have put in place physical, electronic, and organisational procedures to safeguard the information you provide to us.

8. Your rights, e.g., access, rectification, erasure

The data we are collecting is your personal data, and you have rights that affect what happens to it. You have the right to:

- a) know that we are using your personal data
- b) see what data we have about you
- c) ask to have your data corrected, and to ask how we check the information we hold is accurate
- d) ask to have your data deleted
- e) complain to dataprotection@southend.gov.uk

In some circumstances you may also have the right to withdraw your consent to us processing or using your data, to have all data about you deleted, or to object to types of use of your data.

9. Contact us

If you have any queries about the project, please contact us at plasticity@southend.gov.uk

If you have any queries about how we use your information or how we meet our obligations for data protection, please see the information on our website or contact us at dataprotection@southend.gov.uk