

Privacy Notice

This privacy notice tells you how your personal information is collected, used, kept and protected. Your *personal information* means anything about you or by which you could be recognised. This includes answers to questions on the survey, interviews or in the focus groups.

1. Who is collecting your information?

SQW (we) are an independent provider of research, analysis and advice in economic and social development. We work with other companies to carry out research for them.

We are carrying out this research for the Department for Culture, Media and Sport (DCMS) to ask you what helps and/or what stops you taking part in activities aimed at you as a young person. You can read their privacy notice here:

<https://www.gov.uk/government/organisations/department-for-culture-media-and-sport/about/personal-information-charter>

We were given your name and contact details by the DCMS which they collected from you when you completed the Youth Participation Survey in late 2023.

We are using two suppliers for this research. If you received the invitation by letter, then we have also shared your name and contact details with a company called Greens who distributed the letters. If you respond to the survey, you will be sharing your personal information with us via SmartSurvey's survey software.

2. What information about you do we ask for?

When you answer the survey questions, take part in an interview or focus group we will ask about:

- **Personal information:** Information like your name, age, email address, postcode, gender and if you have free school meals.
- **More sensitive information:** Information like your ethnicity (cultural background) and about your health.

We would like to video record the interviews and focus groups you take part in but, if you don't want to be video recorded, you can just tell us at any time. You can tell us when we're arranging the interview and/or focus group and at any time before or during the interview or focus group and instead we will write the answers down.

3. Why we are asking for your information and what we do with it

Whilst we ask the questions for DCMS, their reason for the research is to:

- Use the findings to gain a better understanding of what helps and what stops young people in England taking part in youth activities.

- To create a report with all the information we've collected. This report will be about our findings and will not include any information from which you could be recognised.

4. Lawful basis for processing

Data Protection laws say that there must be a *lawful basis* to be able to take and use information about you. This is a lot like having a good reason to do something. When companies want to use or share information about others, likes names or addresses, they need to have a good reason to do it. This good reason is what the law calls a *lawful basis*. DCMS tell us that the lawful basis for having information such as your name, contact details, things you like or dislike, is because it's necessary for the performance of a task in the public interest, as the information gathered helps DCMS to monitor the policies it oversees.

When we use information such as your ethnicity or religious beliefs, DCMS tell us it is because there is a substantial public interest to do so. This is for promoting or monitoring that everyone has the same opportunities and is treated the same.

5. Sharing your information

We share the results of the surveys and focus groups with the DCMS in a report. This report doesn't include information which would identify you. This means that we don't include things such as your name, address, email address or any other information which would let them know who you are.

6. Keeping your information

We keep your information safe using a mix of cyber security and privacy controls. We require Greens and SmartSurvey to do the same. Cybersecurity is like the locks and alarms that keep things safe from people who shouldn't see it and privacy controls are the special rules that say who is allowed to see, share or use that information.

We will delete your information two months after our contract with DCMS finishes. It is expected to finish in March 2025. If Greens used your information to send a letter then they will have deleted that information after sending it.

7. Your rights

You have the following rights regarding your personal data:

- **Access:** Ask for access to your information.
- **Correction:** Ask for your information to be updated and put right.
- **Deletion:** Ask for your information to be deleted.
- **Restriction:** Ask for a limit on processing your information.

- **Objection:** Make an objection to your information being used.
- **Complaint:** If you're unhappy with how we or the DCMS are using the information about you, you may complain to a regulator. Regulators make sure companies and people follow important rules when they use information about you. For England, this is The Information Commissioner and you can contact them on their website www.ico.org.uk

If you would like to use any of these rights, have any questions, worries or would like to find out more about how we look after the information you give to us, please get in touch with us:

- Email for SQW: dpo@sqwgroup.com
- Email for DCMS: dpo@dcms.gov.uk / steve.wilkinson@dcms.gov.uk