



Llywodraeth Cymru
Welsh Government

PUBLICATION

Wales Visitor Survey 2019: privacy notice

Explains how we use personal data collected by the Wales Visitor Survey 2019.

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Contents

[What personal data do we hold and where do we get this information?](#)

[What is the lawful basis for using your data?](#)

[How secure is your personal data?](#)

[How long do we keep your personal data?](#)

[Individual rights](#)

[Further Information](#)

The Welsh Government has commissioned Beaufort Research to undertake a survey of visitors to Wales 2019. The aim of this survey is to find out relevant information about visitors to Wales, their experience of and attitudes towards Wales, and the activities undertaken and facilities used on their visit to Wales, as well as the sources of information used in planning their visit.

As part of this survey, Beaufort Research will be gathering information through face to face interviews throughout spring/summer/autumn 2019 at tourism sites and subsequent follow-up telephone interviews.

The Welsh Government is the data controller for the research. However, Beaufort Research will delete any personal data provided through the survey, and anonymise the raw data, before it is shared with the Welsh Government.

The information collected during the project will be included in a report published on the [Welsh Government website](#) and possibly in other publications by Beaufort Research and Welsh Government.

Your participation in this research is completely voluntary. However your views

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and experiences are important in order to help inform Welsh Government policies.

The contact for this research at Beaufort Research is:

Fiona McAllister

Email: fiona@beaufortresearch.co.uk

Telephone: 029 2037 8565

What personal data do we hold and where do we get this information?

Personal data is defined under the General Data Protection Regulation (GDPR) as 'any information relating to an identifiable person who can be directly or indirectly identified by reference to an identifier'.

You would have been invited to take part in the 2019 Wales Visitor Survey by a researcher from Beaufort Research when you visited a tourism attraction in Wales between April and October 2019. When taking part in the Visit Wales Visitor Survey, you also agreed to be contacted for a further telephone survey after your stay in Wales had ended.

As part of this research we will be collecting the following personal information:

- name
- landline phone number
- mobile phone number
- country (if from overseas)
- ethnic group

Beaufort Research will only use your telephone number for the purposes of this survey.

If you choose to provide additional personal data as part of the research we will try not to identify you from, or link your identity to, the responses you provide. If

you raise a query or complaint and provide personal data requesting a response, the researcher will forward the request only to the relevant official and subsequently delete it from the research data.

What is the lawful basis for using your data?

The lawful basis for processing information in this data collection exercise is our public task; that is, exercising our official authority to undertake the core role and functions of the Welsh Government. Some of the data we are collecting are called 'special category data' (in this case ethnic group) and the lawful basis for processing this information is that it is for statistical or research purposes.

Participation is completely voluntary. Research studies such as this are important for the Welsh Government to collect information and actionable evidence about its ability to deliver government priorities. The information collected in this research, for example, might be used to:

- decide where to invest in and improve tourism related facilities
- decide whether to support new tourism development and infrastructure
- decide on where to focus marketing of Wales as a tourism destination

How secure is your personal data?

Personal information provided to Beaufort Research is always stored on a secure server. The data can only be accessed by a limited number of researchers working on this project. Beaufort Research will only use this data for research purposes. Beaufort Research has Cyber Essentials certification.

When conducting surveys, Beaufort uses a survey software programme called SNAP. We have ensured that SNAP is GDPR compliant and meets our expectations in terms of the security of any data collected via the software (for example SNAP will process your information in accordance with the [EU-US Privacy Shield Framework](#)). For the telephone survey, Beaufort uses the NIPO survey programme and all

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data will be held on Beaufort's servers in the UK.

Beaufort Research has procedures to deal with any suspected data security breaches. If a suspected breach occurs, Beaufort Research will report this to the Welsh Government who will notify you and any applicable regulator where we are legally required to do so.

All data gathered through this research will be reported in an anonymised format. It will not contain your contact details and any identifiable information in open-ended answers will be removed. Beaufort Research will use the information gathered to produce a report that will be published on the [Welsh Government website](#). This report will not include any information that could be used to identify individual participants.

How long do we keep your personal data?

Beaufort Research will hold personal data during the contract period, and any personal data will be deleted by Beaufort Research three months after the end of the contract. This includes your contact details. Beaufort Research will provide Welsh Government with an anonymised version of the data, which will not include information that could identify you.

Individual rights

Under GDPR, you have the following rights in relation to the personal information you provide as part of this survey, you have the right:

- to access a copy of your own data
- for us to rectify inaccuracies in that data
- to object to or restrict processing (in certain circumstances)
- for your data to be 'erased' (in certain circumstances)
- to lodge a complaint with the Information Commissioner's Office who is our independent regulator for data protection

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The contact details for the Information Commissioner's Office are:

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Telephone: 01625 545 745 or 0303 123 1113

Website: [Information Commissioner's Office](#)

Further Information

If you have any further questions about how the data provided as part of this study will be used by the Welsh Government or wish to exercise your rights using the General Data Protection Regulation, please contact:

Birgitte Magnussen

Email: birgitte.magnussen@gov.wales

Telephone: 0300 062 5296

The Welsh Government's Data Protection Officer can be contacted at:

Welsh Government

Cathays Park

Cardiff

CF10 3NQ

Email: dataprotectionofficer@gov.wales

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