



Llywodraeth Cymru
Welsh Government

PUBLICATION

Creative Wales Industry Survey 2022 (telephone survey): privacy notice

Explains how we use personal data collected by the Creative
Wales Industry Survey.

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Contents

Introduction

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

[The legal basis for processing your personal data](#)

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

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

[Individual rights](#)

[Further Information](#)

Introduction

Creative Wales, an agency of Welsh Government, have commissioned Strategic Research and Insight Ltd (SRI) to undertake a survey of the creative industries in Wales.

The aim of this survey will be to collect baseline data and common insights across sectors, which will inform how Creative Wales can best support organisations and individuals in the creative industries in the future. SRI will be gathering information through telephone surveys during February and March 2022. It is expected that the survey will also run twice a year in future years.

Creative Wales is the data controller for the research. However, SRI will delete any personal data provided through the surveys and anonymise the raw data,

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before it is shared with Creative Wales.

The information collected during the project will be included in a report provided to Creative Wales. The report will not include any information that could be used to identify individual participants.

Your participation in this research is completely voluntary. However, the purpose of this survey is to monitor trends and sector needs at different time points in order to provide a greater understanding of the sector and to disseminate the findings in a useful and valuable way to the wider industry.

The contact for this research at Strategic Research & Insight is:

Mrs Saadiah Hood

Email: saadiah@strategic-research.co.uk

Telephone: 029 2040 4044

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

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

Your contact details have been sourced and purchased by SRI from an approved data broker, DataScope, who are UK GDPR compliant. The sample has been selected based on the SIC code that your business is registered under. SRI will only use your telephone number for the purposes of this survey. Completing the survey does not capture your personal data and so the responses are anonymous. SRI will not record the telephone surveys and survey responses will only be used to carry out analysis for the Welsh Government.

Your participation is voluntary. You will not be asked to provide any further personal information as part of the survey.

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If you choose to provide additional personal data as part of the survey we will try not to identify you from, or link your identity to, the responses you provide, and this will be removed before data are provided to Creative Wales. 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.

The legal basis for processing your personal 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.

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:

- provide a better understanding of the creative industries in Wales
- identify common insights across sectors to help Creative Wales better support businesses and individuals

How secure is your personal data?

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

When conducting surveys, SRI use Google Docs/Sheets to process data. We have ensured that Google Docs/Sheets is UK GDPR compliant and meets our expectations in terms of the security of any data collected via the software (e.g. all data is processed within the UK).

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

SRI will use the information gathered to produce a report for the Welsh Government. This report will not include any information that could be used to identify individual participants.

How long do we keep your personal data?

SRI may hold personal data during the contract period, and SRI will delete any such personal data three months after the end of the contract.

SRI will provide Welsh Government with an anonymised copy of the survey results.

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 (ICO) who is our independent regulator for data protection

You can contact the Information Commissioner's Office at:

Information Commissioner
Wycliffe House
Water Lane
Wilmslow

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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 Creative Wales or wish to exercise your rights using the UK General Data Protection Regulation, please contact:

Sophie Roberts

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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