



Llywodraeth Cymru
Welsh Government

GUIDANCE

Visit Wales Re-contact Survey 2021: privacy notice

Explains how we use personal data collected by the Visit
wales Re-contact Survey 2021.

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Introduction

The Welsh Government has commissioned BVA BDRC to undertake a visitor survey as part of an evaluation of the Wales brand and tourism marketing. The aim of this evaluation is to provide information and evidence on tourism demand, brand perceptions and the performance of Visit Wales' marketing activities. This information will be used by Visit Wales to help understand visitor needs so that tourism in Wales can be developed and promoted to meet these needs. As part of this evaluation, BVA BDRC will be gathering information through a follow-up online survey at the end of each calendar year.

The Welsh Government is the data controller for the research. The information collected during the project will be included in a report published on the Welsh Government website and possibly in other publications by BVA BDRC and Welsh Government.

Your Participation in this research is completely voluntary. If you wish to enter the prize draw for a chance of winning one of three prizes of £100 each, you will be asked to provide your e-mail address. Your views and experiences are important in order to help inform Welsh Government policies.

The contact for this research at BVA BDRC is:

Jon Young

Email: jon.young@bva-bdrc.com

Telephone: 020 7400 1010

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

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GDPR) as ‘any information relating to an identifiable person who can be directly or indirectly identified by reference to an identifier’.

The Visit Wales re-contact survey is sent to contacts recruited via online Visit Wales surveys that may be on the Visit Wales website, social media sites or third party sites. As part of this recruitment you provided your permission for Visit Wales to contact you to take part in this survey. Visit Wales will send out the email invites to the survey.

When responding to the survey via the link in the email neither your email address nor your IP address is captured as part of the survey data and so your responses are anonymous. If you choose to provide additional personal data in open text responses we will try not to identify you from, or link your identity to, the responses you provide. Your survey responses will be accessed by BVA BDRC who will undertake the analysis on behalf of the Welsh Government.

When you complete the survey you will have the option to enter a prize draw for one of three £100 prizes. If you decide to take part then there is a link in the survey to take you to a separate Visit Wales web page to provide your email address and so your email will not be part of your survey response which remains anonymous. This is completely voluntary and you do not need to provide your email address if you do not wish to take part in the prize draw.

Welsh Government (Visit Wales) will operate the prize draw on 17 February 2022. Winners of the prize draw will be contacted by Welsh Government and will be required to claim their prize within seven days. Once the prize has been claimed, the winner’s email address will be shared with BVA BDRC in order to arrange delivery of the prize. If the winner does not claim the prize within this time we will award the prize to another randomly selected entrant among the remaining entrants.

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.

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 measure the marketing impact of Visit Wales.

How secure is your personal data?

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

When conducting surveys, BVA BDRC use a survey software programme called Decipher. We have ensured that Decipher is UK GDPR compliant and meets our expectations in terms of the security of any data collected via the software (for example all data is processed within the EEA).

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

Personal information provided to Welsh Government for the prize draw is always

stored on a secure server. The data can only be accessed by a limited number of staff working on this project. Welsh Government will only use this data for the purposes of operating the prize draw.

BVA BDRC 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?

BVA BDRC will process some personal data as part of this contract. Any personal data given in response to open text questions will be deleted by BVA BDRC before the data is analysed, within one month of the survey closing date. BVA BDRC will provide Welsh Government with survey data only after data in open text questions has been anonymised. BVA BDRC will process the email addresses for prize draw winners only, in order to deliver the prizes. Emails addresses of prize winners will be deleted by BVA BDRC within one week of prize delivery.

The Welsh Government will hold the email addresses for anyone who opts in to the prize draw. The email dataset for prize entries will be deleted on 13 March 2022.

Individual rights

Under UK 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
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:

David Stephens
Email: tourismresearch@gov.wales
Telephone: 0300 025 5236

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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For more information refer to our [accessibility statement](#).

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