Privacy Notice for Zero Waste Scotland Local Policy Levers Research

GC Insight has invited you to take part in a research project being delivered on behalf of Zero Waste Scotland.

Before you agree to take part, we want you to know exactly how your personal data is going to be used.

This Privacy Notice should give you all the information you need to help you to decide if you want to take part in the research. If you would like to find out more, there are details at the end of this document about how to get in touch, and we would be happy to help.

What is this about?

Zero Waste Scotland has asked GC Insight and Resource Futures to explore how Scottish councils can use their existing legal powers and responsibilities to support a more circular economy. This means using fewer new materials, keeping products and materials in use for longer, and preventing waste through activities such as repair, reuse and sharing. The research looks beyond waste and recycling services to areas such as planning, housing, business support, licensing, transport and education. Public procurement (how councils buy goods and services) is not included in this research.

The research uses Glasgow City Council and relevant organisations that deliver services on its behalf as a practical example. We are inviting people working in these services to help us understand how relevant powers are used now, what more could be done, what gets in the way, and what support would help. The research is about understanding ways that current legislation and powers could be used to further Circular Economy Practices in ways that have not been identified or fully considered before, rather than assessing current delivery against legislation. Your experience and views will help us check the opportunities identified through our review of legislation and identify which could work in practice.

The findings will help Zero Waste Scotland support councils to put circular economy opportunities into practice. They will inform its work with Glasgow and other local authorities, including support for skills, education and behaviour change.

What will it involve?

To achieve this research aim, we have invited representatives from Glasgow City Council service areas and its arms-length organisations that are involved in delivering on circular economy principles bodies to share their thoughts and opinions with us. You will be invited to do this via:

1. Survey: A short online survey/proforma that will take 10 minutes to complete; and/or

2. Consultation: A Teams call which should last approximately 45 minutes to one hour. With your permission, the call will be recorded (both video and audio) to help our consultants to capture salient points after the consultation. If you would prefer the call not to be recorded, we will take notes throughout the consultation.

You DO NOT HAVE to take part. It is completely up to you whether you do or not. And if you decide at any time to change your mind about taking part, you can do so without giving a reason.

Which organisations are involved in the research?

Zero Waste Scotland is Scotland's public body, working with government, business, and communities to rewire the economy from our current "take, make, waste" model to one where we make the most of the materials we have.

The independent consultancies asked by Zero Waste to conduct the research.

What information will you have about me?

Those being invited to complete an online survey:

ZWS have emailed a link to our online survey to you as an existing contact of theirs. If you choose to take part in the research, we will additionally collect information relating to your experiences, thoughts and opinions of opportunities and priorities with regard to local policy levers for the circular economy in Scotland. Personal data such as name and email or phone number may also be collected to allow us to validate responses, identify relevant stakeholders for consultation, and carry out any necessary follow-up queries.

As part of the project outputs, we will share overall results grouped by themes, rather than individual responses.

Those being invited to participate in a consultation:

When you completed the online survey, you agreed to provide your contact details (your name, organisation or service area, and email address) so that we could contact you about a follow-up consultation. We have stored these details securely and are using them to invite you to take part. If you choose to participate, we will ask about your experience and views on how local authority powers could support a more circular economy, including opportunities, priorities and any barriers to taking action.

As part of the project outputs, we will:

- Provide Zero Waste Scotland with pseudonymised data including notes from your consultation with a member of our research team. This means that your name and job title will be removed.
- Provide an anonymised raw dataset of individual survey responses.
- Share aggregated results and findings grouped by themes, for publication in the research report.

Despite anonymisation and thematic grouping, it might be possible for Zero Waste Scotland to identify individuals or individual organisations as the sector we are researching is small and specific. Additionally, ZWS will be made aware of which service areas we have consulted with.

How will my information be stored?

All of your personal data will be securely stored on our ISO 27001 certified Microsoft Office 365 tenant (using SharePoint, Outlook and Teams platforms). We will keep your personal data until the end of our project (anticipated to be 31st March 2027) and delete all personal data in accordance with GDPR and provide confirmation of deletion where requested.

If you consent to participate in this research, Zero Waste Scotland may keep anonymised transcripts or notes for up to 15 years.

Our digital systems and internal processes comply with GDPR and other data processing regulations.

What can I do if I'm not happy with how my information is being used?

At any point, you can choose to not take part in the research, or for your information to be shown to you, changed or deleted. If you want to make a complaint about how your information is being stored or used, you can contact:

0161 528 1660 or dataprotection@gcinsight.co.uk

0303 123 1113 https://ico.org.uk

Is there any other information I might need to know?

Because we are looking after your personal data, there are certain laws that we need to obey, and certain things that we need to share with you.

Laws and codes	We follow the UK General Data Protection Regulation (GDPR) and the Data Protection Act (2018).
Data controller and data processor(s)	The data controller for your personal data for data protection purposes is Zero Waste Scotland The data processor is GC Insight
What is 'personal data'?	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".
Lawful basis for processing	Under the UK GDPR, the lawful bases we are relying on for processing your data are: **Public Task** - contact details shared by Zero Waste Scotland will be under Public Task. Zero Waste Scotland is a public body and the research will support Zero Waste Scotland's public functions by helping it understand how local policy levers could support the transition to a more circular economy. **Consent** – the information you share with us when you participate in the interview is done so under 'consent'. This means that you have told us that you are happy to share this information with us.
Where your data is stored	All of the information we have about you, or we collect during the feedback group will be kept in either the UK or the European Union. Your data will be stored in restricted access folders on our secure servers.

Important details about GC Insight	• Our address: Lee House, 90 Great Bridgewater Street, Manchester, M1 5JW • Our phone number: 0161 528 1660 • Our email address: enquiries@gcinsight.co.uk • Our company number: 3162288 • We are registered with the Information Commissioner's Office and our number is: ZB696723
Who else might have access to your personal data	As a member of the research consortium, Resource Futures will also have access to stakeholder data where necessary to support coordinated project delivery. We may have to share your personal data with: • Third party service providers that provide the necessary IT systems and software for us to be able to work.