



Llywodraeth Cymru  
Welsh Government

## **Research with small businesses and empty buildings - business survey and interviews**

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The Welsh Government has commissioned the Centre for Local Economic Strategies (CLEES) to undertake research on small businesses and empty properties in town centres. The aim of this research project is to look at how small businesses in Wales go about sourcing business premises, what issues or barriers they experience getting into vacant shops and town centre premises, and what help or support is used or needs to be developed to help small businesses access empty properties on the high street and ultimately to reduce vacancies.

As part of this research CLEES will be gathering information through a survey and focus groups with small businesses.

The Welsh Government is the data controller for the research. However, CLEES will delete any personal data provided through the business survey and focus group, 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 CLEES and Welsh Government.

Your Participation in this research is completely voluntary. However, your views and experiences are important in order to help inform Welsh Government policies.

The contact for this research at CLEES is John Heneghan (Associate Director, Wales)

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Telephone number: 07446 936262



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## PRIVACY NOTICE

### 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'.

CLES provide a link to a survey on small businesses and empty properties in town centres through Business Wales social media channels. Completing the survey does not capture your email address or IP address and as such the responses will be anonymous. 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.

CLES wish to discuss issues in more detail in a focus group. If you are willing to take part, then there will be an opportunity at the end of the survey to provide your name and email address so that CLES can invite you to the focus group. If you attend the focus group then there is no requirements to provide any additional personal data except your image if you agree to the focus group being video recorded.

We may record the focus group for operational reasons. If this is the case, we will make this clear to you before the focus group begins, and you will have the opportunity to tell us if you are not happy for the discussion to be recorded. We will only record the focus group if no one objects. If the discussion is recorded, personal data will be removed during the process of transcribing. Recordings will be deleted as soon as this process is completed. If discussions are not recorded, personal data will not be included in written notes prepared following the interviews.

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.

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



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example, might be used to shape future policy approaches around town centres and vacant properties.

### **How secure is your personal data?**

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

When conducting surveys, CLEES use a survey software programme called Smart Survey. We have ensured that Smart Survey is UK GDPR compliant and meets our expectations in terms of the security of any data collected via the software.

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

CLEES 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?**

Where CLEES hold personal data during the contract period then any personal data not already removed during transcription and survey analysis will be deleted by CLEES three months after the end of the contract. This includes your contact details if you provided them.

CLEES will provide Welsh Government with an anonymised version of the survey data which will not include information that could identify you.

### **Individual rights**

Under UK GDPR, you have the following rights in relation to the personal information you provide as part of this research on small business and empty buildings, 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); and



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- To lodge a complaint with the Information Commissioner's Office (ICO) who is our independent regulator for data protection.

The contact details for the Information Commissioner's Office are: Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. Phone: 0303 123 1113. Website: [www.ico.gov.uk](http://www.ico.gov.uk)

### 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 UK General Data Protection Regulation, please contact:

Name: Rebecca Askew

E-mail address: [Rebecca.Askew001@gov.wales](mailto:Rebecca.Askew001@gov.wales)

Telephone number: 03000 250438

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

Welsh Government, Cathays Park, Cardiff, CF10 3NQ, Email:

[DataProtectionOfficer@gov.wales](mailto:DataProtectionOfficer@gov.wales).