



Privacy notice: customer research

Purpose

This privacy notice sets out the standards that you can expect from the Office of the Public Guardian (OPG):

- when we request or hold personal information ('personal data') about you
- how you can get access to a copy of your personal data
- what you can do if you think the standards are not being met

OPG is the data controller for the personal information we hold.

OPG collects and processes personal data for the exercise of its own and associated public functions. These include conducting customer research with the aim of improving our services and customer experience.

About personal data

Personal data is information about you as an individual. It can be your name, address or telephone number and email address. It can also include information about your age, gender or ethnic background.

We know how important it is to protect customers' privacy and to comply with data protection laws. We will safeguard your personal data and will only disclose it where it is lawful to do so, or with your consent.

Types of personal data we process

We only process personal data that is relevant for the services we are providing to you. This may include your name, address, date of birth or age, ethnic background, gender and any comments you make during the research.

Why we process personal data

We're responsible for finding ways to improve our service. An important part of this is asking our customers for their views and opinions. To do this we conduct research. We might ask you to participate in this research - this is voluntary. If you do agree to participate, you can withdraw at any time by contacting us. We'll use the information you provide to try and improve our services.

We won't share your information with any other organisations unless you agree to it first.

Who the information may be shared with

We sometimes need to share the personal information we process with the individual themselves and also with other organisations. Where this is necessary we will comply with all aspects of the data protection laws. The organisations we share your personal information with includes SmartSurvey.

SmartSurvey will not share your information.

The organisations we might wish to share your information with include, but are not limited to:

- local authorities
- care homes
- charities and advocacy services
- health care services
- solicitors

We'll let you know how we're going to share your information if you volunteer. We won't share it with any other organisations unless you agree to it.

Although we make every attempt to protect your rights, under certain circumstances we have a legal duty to share your information even if you do not consent. This might include prevention or detection of crime, interests of counter terrorism, and safeguarding responsibilities including child protection.

In these cases, we might have to share information with the police, other government agencies, prisons or probation services, local authorities and social services. This list is not exhaustive and any decision to share information will be made on a case by case basis.

Retention period for information collected

Results of surveys and interviews will be held for three years, following which it will be reviewed to determine if the information is still needed or if it should be destroyed.

Access to personal data

You can find out if we hold any personal data about you by making a 'subject access request'. See more information on making a subject access request at:

www.gov.uk/government/organisations/office-of-the-public-guardian/about/personal-information-charter

To receive more information by post, please send your request to:

OPG information Assurance
PO Box 16185
Birmingham
B2 2WH

Under certain circumstances some or all of the information requested under a subject access request may be withheld. This might include, but is not limited to:

- disclosing information about another individual
- information shared with the police or other government agencies whereby disclosing this may impact criminal or taxation investigations
- any information relating to the physical or mental health conditions of an individual that has been made by or on behalf of a health professional
- Information passed to or received from social services may be restricted if it would likely prejudice the carrying out of social work by causing serious harm to the physical or mental health or condition of the requester or any other person.

When we ask you for personal data

We promise to inform you why we need your personal data and ask only for the personal data we need and not collect information that is irrelevant or excessive:

- you can stop being apart of customer rsearch at any time by notifying us; we will offer you the opportunity to do so with every communication
- you can lodge a complaint with the supervisory authority
- protect it and make sure no unauthorised person has access to it
- only where appropriate and necessary share it with other organisations for legitimate purposes
- make sure we don't keep it longer than is necessary
- not make your personal data available for commercial use without your consent
- consider your request to correct, stop processing or erase your personal data

You can get more details on:

- agreements we have with other organisations for sharing information
- circumstances where we can pass on personal information without telling you, for example, to

help with the prevention or detection of crime or to produce anonymised statistics

- our instructions to staff on how to collect, use or delete your personal information
- how we check that the information we hold is accurate and up-to-date
- how to make a complaint
- how to contact the Ministry of Justice Data Protection Officer

For more information about the above, please contact us:

Data Access and Compliance Unit
Information directorate
Ministry of Justice
Post point 10.34
102 Petty France
London
SW1H 9AJ

For more information on how and why your information is processed please see the information provided when you accessed our services or were contacted by us.

Data Protection Officer

If you have any concerns about how the OPG is handling your personal data, you can contact the Data Protection Officer (DPO).

The DPO provides independent advice and monitoring of our use of personal information.

You can contact the Data Protection Officer at:

Amie Alekna
Data Protection Officer
Ministry of Justice
102 Petty France
London
SW1H 9AJ

Complaints

When we ask you for information, we will keep to the law. If you consider that your information has been handled incorrectly, you can contact the Information Commissioner for independent advice about data protection.

You can contact the Information Commissioner at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Telephone: 0303 123 1113

Website: www.ico.org.uk