

## **Key information on data protection**

1. The CMA will be the controller for any personal data you provide. This means that the CMA will decide why and how the personal data is processed (handled).
2. Personal data, in general terms, is information that relates to a living individual who is identifiable from it. It includes information like names, addresses and contact details.
3. The CMA is relying on Article 6.1 (e) of the GDPR and section 8(c) of the Data Protection Act 2018 as its legal grounds for processing your personal data, namely to facilitate the performance of the CMA's statutory functions. In particular, the CMA is acting in relation to its functions under Part 8 Enterprise Act 2002, which are carried out in the public interest for the good of consumers. The information you provide to us will be used to provide intelligence that helps inform our compliance review. It may also be used to help us in consider or take enforcement action against IVF fertility clinics, or other businesses active in the fertility sector, should that be appropriate.
4. As any information you provide may relate to your experiences with IVF treatment, it is possible that it may amount to special category data under the GDPR, namely personal data which concerns health. The CMA is relying on Article 9.2 (g) of the GDPR (for reasons of substantial public interest) to enable it to process your special category data lawfully.
5. Where appropriate, the CMA may share any information you provide with another enforcement authority (such as local authority Trading Standards Services) or with another regulator such as the Human Fertilisation and Embryology Authority and the Advertising Standards Authority for them to consider whether any action is necessary. The CMA will only share such information where this is permitted by law. Where the CMA shares your personal data with these organisations, they will become the controllers of that personal data. They will also be bound by data protection law in processing your personal data.
6. You have certain rights over your personal data under data protection law, including the right to complain to the Information Commissioner's Office (ICO)

about how your personal data is being processed. The ICO is the regulator for personal data. For more information about your rights, please see the [CMA's Privacy Notice](#).

7. The Privacy Notice contains further information about how the CMA handles personal data. It also contains contact details for the CMA as controller and the CMA's Data Protection Officer, who oversees the CMA's processing of personal data.