

DRAFT

3 Orchard Place
London
SW1H 0BF
www.accent-mr.com

Unique ID number: XXXX
PIN: nnnn

Dear Sir/Madam

Vets Research

This letter has been sent to you by Accent, an independent market research company, on behalf of the Competition & Markets Authority (CMA). We are looking for pet owners to complete a survey about their views on, and use of, veterinary services.

Anyone completing the full 20 to 30 minute survey will be eligible for a £5 voucher (Amazon, M&S, or One4All). Alternatively, we can donate your incentive to the RSPCA. Details on how to claim your voucher are given at the end of the survey.

How to take part

To find out if you are eligible to take part, and to undertake the survey online, please scan the QR code or enter the following link:

<https://acsvy.com/3659survey>



At the beginning of the questionnaire you will need to enter your Unique ID (XXXX) and PIN (nnnn).

If you can't access the survey online, please call 0800 669 6415 and leave your name, Unique ID and PIN, and we will call you back to undertake the interview over the phone.

The final date for us to receive completed surveys is **Sunday 8th December 2024**. The CMA will be very grateful if you are able to complete the survey, but taking part is completely optional.

Any answer you give will be treated in confidence in accordance with the Code of Conduct of the Market Research Society and your data will be treated in accordance with the Data Protection Act 2018.

If you have any questions, please don't hesitate to contact the research team at VetResearch@accent-mr.com

Yours faithfully

Chris Heywood, on behalf of the study team



Registered in London No.
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FURTHER INFORMATION

Why have you received this survey?

The Competition and Markets Authority (CMA), a government body, has asked Accent, an independent market research agency, to carry out a survey in relation to important work it is doing associated with veterinary care.

Your address has been randomly selected from the Postcode Address File (Royal Mail's database of all addresses in the UK).

More information about the CMA can be found on their website:

www.gov.uk/government/organisations/competition-and-markets-authority

What does the survey involve?

The survey should take less than 30 minutes. It can be completed online (by going to <https://acsvy.com/3659survey> and entering your unique ID and PIN from your letter), or by telephone (please call 0800 669 6415 and leave your name, Unique ID and PIN, and we will call you back to undertake the interview over the phone).

If there is more than one adult in your household that meets the eligibility criteria, we suggest you ask the person who has visited the vets most recently to complete the survey (only one response per household is permitted).

Is the survey confidential?

Participation in the survey is entirely voluntary. If you choose to complete the survey Accent (the data processor) and the CMA (the data controller) will be processing your personal data using the lawful basis of 'public task' (processing necessary for the exercise of a statutory function of the CMA under the Enterprise Act 2002). Accent abides by the Market Research Society Code of Conduct, which means that all your personal data will be kept secure and, should you participate in the research, they will share your survey responses only with the CMA. You can find further details on Accent's privacy policy at <https://www.accent-mr.com/privacy-policy/>.

It won't be possible for you to be identified in any of the data that Accent or the CMA shares with others, nor in any of the survey findings that the CMA makes public. For further information you can view the CMA's privacy notice here: www.gov.uk/government/organisations/competition-and-markets-authority/about/personal-information-charter

Who can I contact for help?

To find out more about the CMA and the survey being undertaken you can visit: #####

For any queries about the survey, or if you wish to opt out from receiving any further contact about the survey please contact Accent at: VetResearch@accent-mr.com . The CMA can be contacted at: onlinesurveyx@cma.gov.uk