



Marine  
Management  
Organisation

# Privacy Notice

**Date Published 14 January 2026**

The Marine Management Organisation is the controller for the personal data we collect. Our [personal information charter](#) explains more about what you can expect when we process your personal data, your rights, and how to contact us or make a complaint.

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## **MARINE PLANNING AND LICENSING PROGRAMME USER RESEARCH - PRIVACY NOTICE**

This privacy notice tells you what to expect us to do with your personal information when MMO collects it in relation to the Marine Planning and Licensing Programme (MPLP) user research.

The Marine Management organisation (MMO) corporate plan 22-25 committed to undertake 'an end-to-end service re-design of planning and licensing services that will help drive improvements to the customer and internal user experience and provide better integration between planning and licensing. This will provide an improved and more streamlined planning and licensing service and will include replacing the current Marine Case Management System (MCMS) to make it simpler, more user friendly, and a more self-service driven system.'

Work to deliver this ambition has commenced in the form of the Marine Planning and Licensing Programme (MPLP). The voluntary survey will assist MMO to access harder to better understand user groups, identify those with accessibility and assisted digital needs, and provide a foundation for recruitment for future user research activity.

## **Purpose for processing – why we are collecting your personal data**

The MMO will collect data of users who consent to participate in Marine Licensing Service user research activity for the following purposes:

- Personal data is needed to identify suitable research participants and to create quality research insights that are representative of the studied population.
- Research – To create research insights to help improve government services.
- Screening – To decide if you are suitable for each research activity (like making sure we get a representative sample).
- Contact – To communicate with you about relevant research activities.
- Admin – To manage research activities, auditing and performance monitoring of our systems and staff.

## **What personal data is collected**

MMO collects the following data of users who consent to participate in Marine Licensing Service user research activity:

- Name
- Email address
- Postal Address
- Telephone number
- Age range
- Accessibility
- Digital literacy
- Health
- Views or experience of a topic

## **How your personal data has been obtained**

This data will be collected directly from users voluntarily participating in the Marine Licensing Service user survey.

## **Why we are able to process your personal data**

The lawful basis for processing your data under this privacy notice is consent.

## **Consent to process your personal data**

The processing of your personal data under this privacy notice is based on consent. To withdraw consent, contact the Marine Planning and Licensing Programme:

Tyneside House,  
Skinnerburn Road,  
Newcastle Business Park

Newcastle upon Tyne  
NE4 7AR

info@marinemanagement.org.uk

## **Who we share your personal data with**

The MMO may share the personal data collected under this privacy notice internally with members of the Marine Planning and Licensing Programme delivery partners for the purposes set out:

Defra DDTS (Digital, Data, Technology and Security)

- Role: Defra group's internal digital supplier
- Processing activities: research analysis, screening, contact, admin

Equal Experts

- Role: external supplier providing digital application development
- Processing activities: research analysis, screening, contact, admin
- Contract: Defra DDTS's sub-contractor

eSynergy

- Role: external supplier providing digital application development
- Processing activities: research analysis, screening, contact, admin
- Contract: Defra DDTS's sub-contractor

MMO respects your personal privacy when responding to access to information requests. We only share information when necessary to meet the statutory requirements of the Environmental Information Regulations 2004 and the Freedom of Information Act 2000.

## **How long we are keeping your personal data**

Data will be kept for a maximum of 3 years. If further contact with potential research participants is unlikely, then data will be erased earlier and as soon as possible.

Please refer to our [Personal Information Charter](#) and the section 'How long we will keep data' for information on any potential exceptions.

## **Use of automated decision-making or profiling**

The personal data you provide is not used for:

- automated decision making (making a decision by automated means without any human involvement)
- profiling (automated processing of personal data to evaluate certain things about an individual)

## **What happens if you do not provide the personal data**

The survey, user recruitment and research activity are voluntary. There is no requirement to provide any personal data where users do not wish to participate

## **Transfer of your personal data outside of the United Kingdom**

Some of our data processors for the programme will use cloud-based storage which may result in the storage of some data outside of the UK, specifically in the EU and United States. There are Adequacy Regulations with the EU and the transfer mechanism to the US is the [UK Extension to the EU-US Data Privacy Framework](#).

## **Your rights**

Based on the lawful processing above, your individual rights are:

### **Consent**

- The right to be informed
- The right of access
- The right to rectification
- The right to erasure
- The right to restrict processing
- The right to data portability
- Rights in relation to automated decision making and profiling

Read our [Personal Information Charter](#) to find out about your rights under the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018 (DPA 2018).

## **How to contact us or make a complaint**

Read our [Personal Information Charter](#) to find our contact details, or how to make a complaint about our use of your personal data.