

SEPA privacy notice - Scottish Flood Forecast Research Study

Who we are

The Scottish Environment Protection Agency (“SEPA”, “we”, “us” or “our”) was established by the Environment Act 1995 and has its principal place of business at Strathallan House, Castle Business Park, Stirling, FK9 4TZ.

Purpose of this study

SEPA is currently looking to develop a new public service to communicate early indications of predicted flooding. In order to create a service that meets our users’ needs, SEPA has recruited a market research agency, Scott Porter Research and Marketing, to run a series of workshops to investigate what flood forecasting information the public would find useful and what is the best way to provide it. The findings from the study will then be used to develop a new service that will help to increase awareness of flood risk on a national and regional scale and encourage action at the earliest opportunity.

How SEPA will use your personal information

For more information on how SEPA handles personal information, please see also our General privacy notice at <https://www.sepa.org.uk/help/privacy-policy/>.

This privacy notice explains how we collect and use personal information during this research programme.

The legal basis for processing this information is that we obtained your **consent**. You will be asked to sign a consent form by Scott Porter when you are recruited and before participating in a workshop. You can withdraw your consent at any time, if you no longer wish to participate.

The type of personal data which we expect to collect from you directly will include;

- your name
- address
- telephone number
- email address
- gender
- age range
- occupation of chief income earner

We will be collecting this data so that we can ensure that you fit the criteria to participate in a workshop and to contact you to confirm your attendance at the workshop.

Your personal information will be stored securely by Scott Porter on SEPA’s behalf and will be used for the purpose of contacting you to confirm attendance at the workshop.

What it will involve?

The user research activity will consist of a workshop where researchers from Scott Porter, will show examples and mock-ups of SEPA’s Flood Guidance Statement and examples of other existing public forecast products. You will be asked what you like, dislike and how you feel these could be improved. Scott Porter will also be asking questions to understand whether this type of service would be useful to you, what information you would like to see and how you would like to receive it.

The workshop will be audio recorded so that SEPA and Scott Porter can go back and confirm that we have understood you correctly when we are drawing insights from the user research. Any information you do share will be treated as strictly confidential and anonymous.

Who is collecting this information?

Scott Porter Research and Marketing will be collecting information on SEPA's behalf.

How Scott Porter will use your personal information

For more information on how Scott Porter handles personal information, please see <https://tinyurl.com/spprivacy>

Your rights as a participant

- Your participation in this study is voluntary:
 - You may refuse to take part at any time.
 - You may take a break at any time.
 - You may ask questions at any time.
 - Your answers are kept confidential.

What will the data be used for and who will see it?

The data will be used to help us understand what the new public Scottish Flood Forecast should look like. Only the user researchers working on this project from Scott Porter will have access to the original recordings of the conversations. The transcripts will only be shared with the SEPA user researchers, other Scott Porter user researchers and the project team working on any future developments, once the transcripts have been made anonymised so you can't be identified from the data.

How will the data be stored and for how long?

Scott Porter will securely destroy any personal data one month after completion of the research project. The anonymised transcripts will be stored on SEPA systems for five years and will only be accessed by user researchers and the project team.

How will the data be transferred from Scott Porter to SEPA?

Any transmitting or transporting of personal data will be done in a secure manner. Data transfer between Scott Porter and SEPA is typically via encrypted mobile media and via secure post.

Your rights regarding your personal information held by SEPA

Right	What it means
Information	<i>You have the right to clear information about how we collect and use your personal information – this privacy notice is one example of how we do this</i>
Access	<i>To request a copy of your information, please complete the Data Subject Access Request Form or contact dataprotection@sepa.org.uk.</i>
Correction	<i>You have the right to ask for any personal information that is inaccurate or incomplete to be corrected</i>
<i>In certain circumstances, you will have the following extra rights:</i>	
Erasure	<i>You have the right to ask for your personal data to be deleted under certain circumstance</i>
Objection to processing	<i>You have the right to object to our use of your personal information under certain circumstances</i>
Restriction on processing	<i>If you make an objection, our use of your personal information may be temporarily suspended whilst we deal with your request</i>
Portability	<i>You have the right to ask for a copy of your personal information in a machine readable format to pass to another organisation under certain circumstances</i>

Contact information and further advice

We have a Data Protection Officer who makes sure we respect your rights and follow the law. If you have any concerns or questions about how we look after your personal information, please contact our Data Protection Officer, at dataprotection@sepa.org.uk or by calling 03000 99 66 99 and ask to speak to the Data Protection Officer.

Withdrawing consent to using your information

Where we use your personal information with your consent, you may withdraw that consent at any time and we will stop using your personal information for the purpose(s) for which consent was given.

- *If you no longer wish to participate, please contact Scott Porter at 31 Bernard Street, Edinburgh, EH6 6SH or by calling 0131 553 1927 and they will ensure that your personal information is deleted.*

Changes to our privacy notice

We keep this privacy notice under regular review and will place any updates on the SEPA website. Paper copies of the privacy notice may also be obtained by contacting dataprotection@sepa.org.uk. This privacy notice was last updated on 28 February 2019.

Complaints

We seek to resolve directly all complaints about how we handle personal information but you also have the right to lodge a complaint with the Information Commissioner's Office. They can be contacted at <https://ico.org.uk/concerns/> or 0303 123 1113