

**Aura Business Insight
Participant Information and Privacy Notice**

October 2021

I have questions or want further information. Who do I contact?

If you have any questions about the survey, require the survey in a different format or have concerns about how we will process your data within this project, please contact Kelly Charles, Innovation Manager (Insight):
Email: kelly.charles@hull.ac.uk Telephone: 07538 362753
Address: Aura Innovation Centre (AIC), Bridgehead Business Park, Meadow Road, Hessle, UK. HU13 OGD

If you have any other questions or concerns about the University of Hull's (UoH) processing of information for research purposes and the content of this privacy notice, please contact the **UoH Data Protection Officer (DPO)**:
Email: dataprotection@hull.ac.uk Telephone: 01482 466594
Address: University of Hull, Cottingham Road, Hull HU6 7RX

Why are you collecting this information?

We want to understand more about attitudes towards lowering carbon emissions, what help and support businesses need - now and in the future. The survey will ask you to share views on behalf of your business.

Who should complete this survey?

We want to speak to people who make decisions regarding energy and environmental strategies within their business.

How is the project being funded?

The project is being delivered by Aura (led by the University of Hull) and is funded by the European Regional Development Fund and University of Hull.

What are you using the data for?

This ongoing data collection will be used to help tailor business support services in the region, including support relating to decarbonisation and energy innovation.

Under the General Data Protection Regulation (GDPR) and The Data Protection Act 2018, the lawful bases we rely on for processing this information (your personal data) are:

(a) Your consent - you are able to remove your consent at any time. You can do this by contacting: Kelly Charles, Innovation Manager (Insight). Tel: **07538 362 753**. E-mail: kelly.charles@hull.ac.uk

How will you look after the data?

Your data will be managed and stored by the project team at Aura. All survey data you provide is reported anonymously. This means that you will not be identified when presenting findings and the answers you provide will not be linked to you.

If you provide your contact details for more information or further research, we will store these contact details in a separate database from the survey data. Your contact details will not be linked to your survey answers.

How long will you keep the data?

As the survey data is not personal data it will be retained indefinitely. Your personal data will be stored by Aura and the University of Hull in line with the University's Data Retention policy and the Retention schedule.

Names, email addresses, and telephone numbers collected for the purpose of receiving advice or information will be used for this purpose only and deleted once contact has been made.

What will happen with the information I provide?

The data study will be used to inform the Aura Business Insight Model, which allows us to understand our customers better and enables us to provide relevant services.

Does this research follow the Market Research Society (MRS) Code of Conduct?

Yes, it does. For more information: <https://www.mrs.org.uk/pdf/MRS-Code-of-Conduct-2019.pdf>

Your data protection rights

Under data protection law, you have rights including:

Your right of access - You have the right to ask us for copies of your personal information.

Your right to rectification - You have the right to ask us to rectify information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing - You have the right to ask us to restrict the processing of your information in certain circumstances.

Your right to object to processing - You have the the right to object to the processing of your personal data in certain circumstances.

Your right to data portability - You have the right to ask that we transfer the information you gave us to another organisation, or to you, in certain circumstances.

N.B. Please note that each of these rights is not absolute and only applies in certain circumstances.

Exceptions: Most of these rights are subject to some exceptions or exemptions. In particular, there are limits on your right to restrict our processing or erase your data where this would impact adversely on the integrity and value of academic research, although as explained above, we will usually agree to withdraw your data from studies where this is possible

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at: (for) Kelly Charles, Innovation Manager (Insight), Aura Innovation Centre (AIC), University of Hull, Bridgehead Business Park, Meadow Road, Hessle, UK. HU13 OGD. Tel: **07538 362 753**; and email: kelly.charles@hull.ac.uk if you wish to make a request.

How to complain

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:
Information Commissioner's Office,
Wycliffe House, Water Lane,
Wilmslow. Cheshire. SK9 5AF
Helpline number: 0303 123 1113

Dated: 10 September 2021