

Privacy Notice (How we use your information)

Older people from ethnic minorities housing needs and perceptions study

The study is being carried out to:

- Determine current housing and support needs of older people from ethnic minorities living in Kirklees (participants aged 55+).
- Explore how/if these needs may alter in the short to medium term future (participants aged 45 to 55).
- Understand how older citizens perceive current housing and support options available.

The study will use a variety of participation methods. Methods of engagement are likely to include direct participation through online or paper surveys, individual telephone conversations, specific focus groups or discussion as part of established community groups.

The study is being carried out by Kirklees Council with support commissioned from external partner organisations and community representatives as required, and as national and local guidelines relating to Covid-19 are updated.

The categories of information that we collect, process, hold and share include:

Personal information will be collected, where you explicitly consent to do so. This will be for prize draw participation and to be kept informed of the research. Information includes:

- Name
- Full address
- Email address
- Telephone number

Characteristics will also be collected from participants to ensure our ethnically diverse communities are represented in the study and also to enable us to determine what different communities may need. Information includes:

- Ethnicity
- Age group
- Health related data
- Religious or philosophical beliefs

Why we collect and hold this information

The characteristics will be collected to help us ensure that the ethnically diverse communities in Kirklees are proportionally represented in the study, wherever possible. Understanding the housing needs from different communities, age groups, religions or with differing health/support needs will also help us to shape future support and influence housing development with this in mind.

Your data will be collected alongside all other participants' data and analysed and reported as a full data set not individual circumstances. The study's data analysis will:

- Derive statistics which inform decisions about future delivery of services.
- Derive data which will assist in informing and influencing potential housing development.
- Assess need/demand in Kirklees for housing and support for older people.
- Assess the provision and access to housing and support for older people from ethnic minorities.

The analysis will then be summarised and reported including any recommendations.

The personal data will only be collected in order to:

- Allow participants to opt into a prize draw as recognition for participating.
- Provide participants with the updates on this topic they have opted to receive.

Your personal data will not be shared or used as part of the analysis or reporting of the study.

Where you have provided your personal data for the purpose of receiving updates or entering the prize draw, you can withdraw your consent for this at any time by emailing research@housinglin.org.uk

The lawful basis on which we use this information

We will collect and process information about you under Article 6(1)(e) of the GDPR, to perform a task carried out in the public interest and Article 6(1)(a) of the GDPR where you give explicit consent for us to do so.

Your special category data (characteristics) will be collected and processed under Article 9(2)(g) of the GDPR as there are reasons of substantial public interest, with a basis in law under Schedule 1, part 2(8)(1) and Schedule 1, part 2(8)(16) of the Data Protection Act 2018 to ensure that the Council reviews the equality of opportunity in relation to housing provision for older people from ethnic minorities and any related health/care support needs.

Storing this information

We will hold the information about you securely, and for no longer than reasonably necessary. We will hold it in order to carry out analysis and report on findings (including longitudinal comparisons).

If you share your personal data for the purpose of the prize draw only, winners will be contacted no later than 31st August 2021 and data destroyed as soon as all prizes have been confirmed as received.

If you share your personal data for the purpose of being kept updated on this research, your data will be held for no longer than reasonably necessary while the analysis and reporting is taking place. You will be informed in advance of your data being destroyed.

The data we collect as part of the research, data analysis and reporting will be held for 3 years from the close of the study to enable us to carry out any comparative research needed in that period and ensure we are able to check data accuracy should queries arise.

Who we share this information with

We will share this information with:

- Relevant services within Kirklees Council including:
 - Homes & Neighbourhoods
 - Housing Services
 - Housing and Growth
- Other partners including:
 - Housing Learning and Improvement Network (LIN)

Why we share this information

We share information with the Council services named above as this is a joint-service study. Only officers associated with the study will have access to the data for processing, storage and retention purposes.

We share information to allow Housing LIN to act as the commissioned data processor for the study, in order to analyse and report on the data and findings.

We do not share personal information about you with anyone else without consent unless the law and our policies allow us to do so.

Further information

If you would like further information about how we manage your data, please see the [Kirklees Council privacy notice](#).

If you would like further information about this privacy notice, please contact: Lisa Hodgson, lisa.hodgson@kirklees.gov.uk or by ringing 01484 221000.

If you have any worries or questions about how your personal data is handled, please contact the Data Protection Officer at DPO@kirklees.gov.uk or by ringing 01484 221000.