



Llywodraeth Cymru  
Welsh Government

PUBLICATION

# Survey of visits to tourist attractions: privacy notice

Explains how we use personal data collected by the survey of visits to tourist attractions.

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The Welsh Government has commissioned Strategic Research & Insight to undertake a survey of visits to Tourist Attractions in Wales during 2019 and 2020. The aim of this data collection is to:

- determine and report visit numbers to attractions throughout Wales
- analyse collected data on visit numbers to identify current trends
- provide additional comparative analysis of data contained in the survey including visit figures, operations, revenue, marketing and human resources
- analyse data according to attraction categories, the four economic regions of Wales, and admission charging policy (free vs. paid)

As part of this data collection, Strategic Research & Insight will be gathering information through online questionnaires and telephone follow-ups throughout the first half of 2021.

The Welsh Government is the data controller for the research. The Welsh Government will receive an anonymised copy of the survey data collected by Strategic Research & Insight as well as any updated or new contact data for attractions in Wales.

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The information collected during the project will be included in a report published on the Welsh Government website and possibly in other publications by Strategic Research & Insight and Welsh Government.

Your participation in this research is completely voluntary. However, the purpose of this survey is to monitor trends in the tourist attraction sector in Wales in order to provide a greater understanding of the sector to both industry and public sector organisations and to disseminate the findings in a useful and valuable way to the wider industry.

The contact for this research at Strategic Research & Insight is:

Anthony Lydall

Email: [anthony@strategic-research.co.uk](mailto:anthony@strategic-research.co.uk)

Telephone: 029 2025 2132

## **What personal data do we hold and where do we get this information?**

Personal data is defined under the General Data Protection Regulation (GDPR) as 'any information relating to an identifiable person who can be directly or indirectly identified by reference to an identifier'.

Your contact details have been provided to Strategic Research & Insight by the Welsh Government from the Visit Wales Attractions Database. Contact details are a mix of generic business contacts and individual contact details within a business and are limited to name, email address and phone number. Where additional attractions have been added to the sample they are sourced from Business Registers. Strategic Research & Insight will only use your email address and telephone number for the purposes of this survey.

A link to the survey will be sent by email. Your participation is voluntary and if you do not wish to take part or be sent reminders then please reply to the invitation email and your details will be removed. If you would prefer to undertake the survey over the phone then reply to the invitation email and Strategic Research & Insight will arrange a suitable time to carry out the survey

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over the phone.

You will not be asked to provide any further personal information as part of the survey. However, if you contact details are out of date, or you provide your individual contact details in place of a generic business contact, then these will be updated and provided to the Welsh Government to ensure the Visit Wales Attractions Database is up to date.

If you choose to provide additional personal data as part of the survey we will try not to identify you from, or link your identity to, the responses you provide and this will be removed before data are provided to the Welsh Government. If you raise a query or complaint and provide personal data requesting a response, the researcher will forward the request only to the relevant official and subsequently delete it from the research data.

## What is the lawful basis for using your data?

The lawful basis for processing information in this data collection exercise is our public task; that is, exercising our official authority to undertake the core role and functions of the Welsh Government.

Participation is completely voluntary. Research studies such as this are important for the Welsh Government to collect information and actionable evidence about its ability to deliver government priorities. The information collected in this research, for example, might be used to:

- decide where to invest in and improve tourism related facilities
- decide whether to support new tourism development and infrastructure
- decide on where to focus marketing of Wales as a tourism destination

## How secure is your personal data?

Personal information provided to Strategic Research & Insight is always stored on a secure server. The data can only be accessed by a limited number of researchers working on this project. Strategic Research & Insight will only use

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this data for research purposes. Strategic Research & Insight has cyber essentials certification.

When conducting surveys, Strategic Research & Insight use a survey software programme called Snap Surveys. We have ensured that Snap Surveys is GDPR compliant and meets our expectations in terms of the security of any data collected via the software. All data are processed within the UK.

Strategic Research & Insight has procedures to deal with any suspected data security breaches. If a suspected breach occurs, Strategic Research & Insight will report this to the Welsh Government who will notify you and any applicable regulator where we are legally required to do so.

All data gathered through this research will be reported in an anonymised format, although individual businesses will be identifiable from the annual numbers of visitors to each attraction. It will not contain your contact details and any identifiable information in open-ended answers will be removed. Strategic Research & Insight will use the information gathered to produce a report that will be published on the Welsh Government website. This report will not include any information that could be used to identify individual people, only attractions will be identifiable.

## How long do we keep your personal data?

Strategic Research & Insight will hold contact data during the contract period, and any personal data not already removed during data collection will be deleted by Strategic Research & Insight three months after the end of the contract.

Strategic Research & Insight will provide Welsh Government with an anonymised version of the survey data as well as an updated list of attraction contact details to update the Visit Wales Attractions Database. Welsh Government will only use the attractions database for carrying out future surveys and will retain contact details while attractions are still active or until you ask to be removed.

# Individual rights

Under GDPR, you have the following rights in relation to the personal information you provide as part of this survey, you have the right:

- To access a copy of your own data;
- For us to rectify inaccuracies in that data;
- To object to or restrict processing (in certain circumstances);
- For your data to be 'erased' (in certain circumstances); and
- To lodge a complaint with the Information Commissioner's Office (ICO) who is our independent regulator for data protection.

You can contact the Information Commissioner's Office at:

Information Commissioner  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF  
Telephone: 01625 545 745 or 0303 123 1113  
Website: [Information Commissioner's Office](#)

## Further Information

If you have any further questions about how the data provided as part of this study will be used by the Welsh Government or wish to exercise your rights using the General Data Protection Regulation, please contact:

Jennifer Velu  
Email: [jennifer.velu@gov.wales](mailto:jennifer.velu@gov.wales)  
Telephone: 0300 0250 459

The Welsh Government's Data Protection Officer can be contacted at:

Welsh Government

Cathays Park  
Cardiff  
CF10 3NQ

Email: [dataprotectionofficer@gov.wales](mailto:dataprotectionofficer@gov.wales)

## About this document

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