



Llywodraeth Cymru
Welsh Government

GUIDANCE, DOCUMENT

WIMD 2025 feedback survey: privacy information for respondents

Explains how we use personal data collected by the user survey for WIMD.

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Introduction

When responding to this request for feedback, the Welsh Government will become the data controller for any information you provide. The information you provide will be used to inform decisions on the Welsh Index of Multiple Deprivation (WIMD) 2025. Any information you provide will be used anonymously and will not be publicly attributable to you unless we ask for your consent.

Responses will be collected using SmartSurvey. SmartSurvey has issued assurances that they meet UK GDPR standards. You may also wish to read the [privacy policy on SmartSurvey](#).

Welsh Government will retain your email address, and any personal information you provide as part of your response, for up to a year and will only use it if we need to contact you to further understand the responses you have provided. We will not share your personal information with any third parties.

Any non-identifiable information (such as a summary of responses we produce from all respondents) will be retained indefinitely.

Individual rights

Under data protection legislation, you have the right:

- to be informed of the personal data Welsh Government holds about you and to access it
- to require us to rectify inaccuracies in that data
- to (in certain circumstances) object to or restrict processing
- for (in certain circumstances) your data to be 'erased'

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- to (in certain circumstances) data portability
- to lodge a complaint with the Information Commissioner's Office (ICO) who is our independent regulator for data protection

Further information

For further information about the information which the Welsh Government holds and its use, or if you wish to exercise your rights under the UK GDPR, please see contact details below:

Social Justice Statistics Team
Knowledge and Analytical Services
Welsh Government
Cathays Park
Cardiff
CF10 3NQ

Email: stats.inclusion@gov.wales

The contact details for the Information Commissioner's Office (Wales):

Churchill House
17 Churchill Way
Cardiff
CF10 2HH

Tel: 0330 414 6421

Email: wales@ico.org.uk

Website: [Information Commissioner's Office](#)

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

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Data Protection Officer
Welsh Government
Cathays Park
Cardiff
CF10 3NQ

Email: DataProtectionOfficer@gov.wales

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