



Llywodraeth Cymru  
Welsh Government

GUIDANCE, DOCUMENT

# Visit Wales Survey August 2024: privacy notice

The Welsh Government has commissioned Kubi Kalloo to undertake a visitor survey as part of an evaluation of the Wales brand and tourism marketing.

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# Introduction

This aim of this evaluation is to provide information and evidence on tourism demand and the performance of Visit Wales' marketing activities. This information will be used by Visit Wales to help understand visitor needs so that tourism in Wales can be developed and promoted to meet these needs. As part of this evaluation, Kubi Kalloo will be gathering information through a follow-up online survey.

The Welsh Government is the data controller for the research. The Welsh Government will receive a copy of the data collected by Kubi Kalloo.

The information collected during the project will be included in a report published on the Welsh Government website and possibly in other publications by Kubi Kalloo and Welsh Government.

Your participation in this research is completely voluntary. If you wish to enter the prize draw for a chance of winning a cash prize of £100, you will be asked to provide your e-mail address. Your views and experiences are important in order to help inform Welsh Government policies.

The contact for this research at Kubi Kalloo is:

Martin Nash

Email: [martin@kubikalloo.com](mailto:martin@kubikalloo.com)

Telephone: 07930 636607

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

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

The Visit Wales survey is sent to contacts recruited via online Visit Wales surveys that may be on the Visit Wales website, social media sites or third party sites. As part of this recruitment, you provided your email address and the country and/or region in which you reside to Visit Wales, and gave your permission for Visit Wales to contact you to take part in this survey. Visit Wales will send out the email invitations to the survey.

This research does not require the collection of additional personal data from you. When responding to the survey via the link in the email your email address is not captured as part of the survey data. If you choose to provide additional personal data in open text responses we will try not to identify you from, or link your identity to, the responses you provide. 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.

Your survey responses will be accessed by Kubi Kalloo who will undertake the analysis on behalf of the Welsh Government.

Your participation is voluntary and if you do not wish to take part or be sent reminders then please reply to the invitation email from Visit Wales and your details will be removed.

When you complete the survey you will have the option to enter a prize draw for a cash prize of £100. If you decide to take part, there is a link in the survey to

take you to a separate Visit Wales web page to provide your email address, name and phone number. Your email address, name and phone number will not be part of your survey response which remains anonymous. This is completely voluntary and you do not need to provide your email address, name or phone number if you do not wish to take part in the prize draw.

Welsh Government (Visit Wales) will operate the prize draw before 10<sup>th</sup> September 2024. The winner of the prize draw will be contacted by Welsh Government and will be required to claim their prize within seven days. Once the prize has been claimed, the winner's email address will be shared with Kubi Kalloo in order to arrange delivery of the prize. If the winner does not claim the prize within this time we will award the prize to another randomly selected entrant among the remaining entrants.

## **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 measure the marketing impact of Visit Wales.

## **How secure is your personal data?**

Any personal information provided to Kubi Kalloo is always stored on a secure

server. The data can only be accessed by a limited number of researchers working on this project. Kubi Kalloo will only use this data for research purposes. Kubi Kalloo has cyber essentials certification.

When conducting surveys, Kubi Kalloo uses a survey software programme called Dimensions. We have ensured that Dimensions is UK GDPR compliant and meets our expectations in terms of the security of any data collected via the software.

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

Personal information provided to Welsh Government for the prize draw is always stored on a secure server. The data can only be accessed by a limited number of staff working on this project. Welsh Government will only use this data for the purposes of operating the prize draw.

Kubi Kalloo 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 participants.

## **How long do we keep your personal data?**

Any personal data given in response to open text questions will be deleted by Kubi Kalloo before the data is analysed, within one month of the survey closing date. Kubi Kalloo will provide Welsh Government with survey data only after data in open text questions has been anonymised.

Kubi Kalloo will process the email addresses for prize draw winners only, in

order to deliver the prizes. Emails addresses of prize winners will be deleted by Kubi Kalloo within one week of prize delivery.

The Welsh Government will hold the email addresses for anyone who opts into the prize draw. We will continue to hold your personal data which you previously provided to Visit Wales – your email address and details of the country and/or region in which you reside – under the arrangements that you originally provided this. The email dataset for prize entries will be deleted on 1 October 2024.

## Individual rights

Under UK 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

The contact details for the Information Commissioner’s Office are:

Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Phone: 0303 123 1113

**[Information Commissioner’s Office website](#)**

## 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 UK General Data Protection Regulation, please contact:

Siân Hughes

E-mail address: [tourismresearch@gov.wales](mailto:tourismresearch@gov.wales)

Telephone number: 0300 025 0656

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)

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