



Farmer Intentions Survey – PRIVACY NOTICE

Hybu Cig Cymru – Meat Promotion Wales (HCC) is undertaking a third round of research exploring the challenges facing beef and sheep farmers in Wales, particularly around rising input costs. The aim of this research is to assess current challenges and future business plans, helping to guide future discussions.

As part of this research, HCC gathered information through online surveys run in September 2022, 2023, and 2024, and is now repeating this process in September 2025 in order to assess what has changed, and which factors persist to impact on businesses. HCC will undertake the analysis of anonymised response data.

HCC is the data controller for the research and will ensure complete anonymity to all participants of the research. All personal data collected during the course of the research will only be used for the purposes of this research and administering the prize draw. Any personal data collected will be deleted from HCC servers 6 months after the conclusion of the survey.

Your participation in this research is completely voluntary. By completing the online survey, you consent to be included in the research. You can withdraw from the research at any time. Your views and experiences are important in order to help inform HCC responses to the challenges facing farms across Wales.

The contact for this research at HCC is **Glesni Phillips**.

E-mail address: info@hybucig.cymru

Telephone number: 01970 625050

PRIVACY NOTICE

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'.

For the online survey, all contact information, including distribution of invitation emails, have been drawn from information held on the HCC contact database.

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 from the survey contact list. By completing the online survey, you consent to be included in the research. You can withdraw from the research at any time.

If you have accessed the survey through a web-link shared online, then your contact details will not be captured as part of completing the survey unless you submit information in order to initiate follow-up conversation or would like to be included in the prize draw.

If you choose to provide additional personal data as part of the research, we will not 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 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 public task; that is, exercising HCC official authority to undertake the core role and functions of the organisation. The Information Commissioners Office defines public task as:

- carrying out a specific task in the public interest which is laid down by law; or
- exercising official authority (for example, a public body's tasks, functions, duties or powers) which is laid down by law.

Participation is completely voluntary. Research studies such as this are important for HCC to deliver its priorities. The information collected in this research, for example, will be used to inform HCC's advocacy and policy work in advancing the interests of beef and sheep farmers.

How secure is your personal data?

Personal information provided to HCC are always stored on a secure server. The data can only be accessed by a limited number of researchers working on this project. HCC will be analysing anonymised data, and will only use this data for research purposes. HCC holds Cyber Essentials certification.

When conducting surveys, HCC use a survey software programme called SurveyMonkey. We have ensured that SurveyMonkey is UK GDPR compliant and meets our expectations in terms of the security of any data collected via the software. All data is processed within the EEA.

HCC has procedures to deal with any suspected data security breaches. If a suspected breach occurs, HCC will report this to any applicable regulator where we are legally required to do so within 72 hours of becoming aware of the breach.

All data gathered through this research will be reported in an anonymised format. It will not contain your contact details and any identifiable information in open-ended answers will be removed. HCC will use the information gathered to produce a report that may be published on the HCC website. This report will not include any information

that could be used to identify individual participants. HCC may also use findings in general communications.

How long do we keep your personal data?

HCC will hold personal data during the contract period, and any personal data not already removed during data collection will be deleted six months after the end of the survey. This includes your contact details if they have been provided to HCC.

Individual rights

Under UK GDPR, you have the following rights in relation to the personal information you provide as part of this research, 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 when you have submitted data such as through the survey or in an interview;
- For your data to be 'erased' when you have submitted data such as through the survey or in an interview: 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: 01625 545 745 or 0303 123 1113. Website: www.ico.org.uk

Further Information

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

Name: Glesni Phillips

E-mail address: gphillips@hybucig.cymru

Telephone number: 01970 625050