

**Privacy notice – Community Wealth Fund branding survey and research led by The Bang on behalf of Camden Council (23 August 2024)**

Design agency The Bang will be collecting data on behalf of Camden Council as part of an online brand testing exercise for Camden's forthcoming Community Wealth Fund carried out via an online survey.

Participants will be asked to complete demographic data to help ensure we hear from all of our proposed audiences, and to look for trends in the data. The results of the survey will be used to refine the brand.

Everyone who completes the survey will also be given the option to enter a free prize draw to win one of 5 Love2Shop vouchers worth £50 each. Anyone who wants to enter the prize draw will need to provide their email address so that we can contact them if they win.

The Bang will also be carrying out focus groups with some of the people who complete the survey. In the survey, we will ask people who are interested in being considered for the focus groups to provide their name and email address, and to check a box to say they are happy to be contacted by The Bang.

Camden Council will have access to all of the data and the results from the survey, which will be stored securely. The Bang will also have access to all the data and the results of the survey, and they will delete all of it once the branding project is complete.

**The data being used is:** Name, Contact details – email address, Age, Gender, Ethnicity, Sexuality, Age, Business owner – type of business

**The Legal basis is:** For personal data UK GDPR article 6(1)(e) public task, and for Special Category data Art 9(2) (g) Reasons of substantial public interest and the Data Protection Act 2018 Schedule 1 Part 2 condition being Para 6 Statutory and government purposes, with the underpinning law being Localism Act 2011 and Equality Act 2010.