

Our customer research and engagement work

LiveWest are committed to listening to and taking account of customer views. As part of this commitment, you will occasionally be contacted to get your feedback on how well we are delivering our services, as well as to understand your needs and requirements both as individuals and as a wider community. Research also helps us to understand you as a customer and what is important to you.

LiveWest may also work in partnership with other organisations in the housing sector to gain a wider understanding of customer experiences, for example carrying out joint research projects with local authorities, other housing providers and universities.

LiveWest are required to have a lawful basis to carry out customer research. The lawful basis for this processing is:

- Legitimate Interest
- Consent

(Descriptions of the lawful basis can be found in our customers and members of the public privacy notice)

How do LiveWest collect your data?

LiveWest collect your name, address and contact details as part of the lettings process.

How does LiveWest use research data?

LiveWest will be able to improve services for customers with the feedback gathered during research. By gaining insight into the needs of customers and finding out what is important to you, LiveWest will be better placed to shape future plans and priorities as a landlord.

Before being shared with the wider business the research data is anonymised, so any feedback you give will not be identifiable to you.

How do LiveWest contact you to carry out our research?

You may be contacted by phone or email. This could be by LiveWest colleague or by a third-party contractor who have been employed by LiveWest to carry out a research project. In the second situation, a formal data sharing agreement will be in place to ensure that your

personal data is treated with respect. This includes measures to make sure the contractor has security measures in place to protect your data, and that it is only using it in accordance with the law. We do not allow third-party contractors to use your data for their own purposes, and they are only allowed to use the data for the purposes set out by LiveWest. Our third-party contractors are either located in the UK or EU and are therefore governed by the EU or UK GDPR.

Consent

As part of the lettings process you are able to opt-in to being contacted for research purposes. You are also able to withdraw your consent to be surveyed at any time by emailing surveys@livewest.co.uk or by calling our Customer Service team on 0300 123 80 80 and ask to speak to a member of the Business Insight team.

How long does LiveWest keep your data?

We keep research data for ten years following the research project. Where possible the data is anonymised so that you can no longer be identified individually.