

Privacy Notice

Britain's Healthiest Workplace 2022.

Privacy Notice

Vitality Corporate Services Ltd ("Vitality") commissions Britain's Healthiest Workplace in partnership with RAND Europe ("RAND"), Cambridge University ("Cambridge"), the Financial Times, and Aon.

Vitality is a data controller and commissions the study, capturing survey responses, and performing analytical and research functions associated with the study. RAND Europe is a data processor, providing independent validation of the survey and undertaking research functions. Medallia Inc, developed the survey tool and provides ongoing technical support, maintenance and they are a data controller and data processor.

This Privacy Notice explains how we will use the information you give to us whilst completing the Britain's Healthiest Workplace survey.

Why are we running the Britain's Healthiest Workplace survey?

We recognise the important role that employers play in supporting the health and wellbeing of their employees. By encouraging healthier behaviours and establishing healthier work practices, employee health can improve – to the benefit of both the employee and their employer. This is why we launched Britain's Healthiest Workplace.

Through Britain's Healthiest Workplace we aim to empower organisations to support the health, wellbeing, and performance of their employees through insights and data and celebrate the success of those who have made this core to their business at our annual awards. The accreditation process allows organisations to benchmark against other organisations and track and measure improvement. In addition, the initiative also supports individuals taking part to become better informed about their health and lifestyle behaviours.

What information do we collect from you and do you have a choice?

Taking part in the survey is voluntary. We collect and store information about you if you complete the survey in the ways outlined below. The more questions you complete accurately, the more relevant your personal feedback will be following completion of your survey. Your personal feedback includes your Vitality Age, a measure of how your lifestyle choices impact on your life expectancy, as well as tips and guidance to help you maintain and improve your health and wellbeing.

The type of information we collect in the survey includes information about your lifestyle behaviours, your physical and mental health, your experience of the workplace and your perspective of your engagement and performance. We will ask you to provide your email address at the time of completion. Your email address will allow you to access the survey and will also be used to remind you to complete the survey if you have not done so after a designated period.

For example: By participating in the survey, you agree to Vitality matching your responses to other years you have taken part so that we can report on national wellbeing trends across more than one year. Personal responses will be kept and used anonymously, for reporting and research purposes only. By matching this data, we will be able to better understand the impact that the workplace and other factors are having on the physical and mental health of UK employees. You will not be identified to your employer or anyone else or used for marketing. You have the right to withdraw at any time.

Lastly, if you are a Vitality member, we will match your survey responses to your health and wellbeing information that we collect as part of the Vitality Programme.

How do we use your information?

We collect information from you through the completion of the survey to provide you with your personal feedback.

Vitality will keep your survey data confidentially and securely to allow us to match your responses across future years in which you take part in the survey. You can withdraw your consent to this at any time and request the deletion of your survey data. The purpose of matching your survey responses across years is so that you can understand how your health and wellbeing is developing over time. Further, it will enable Vitality to analyse trends and undertake research on workplace wellness issues. Your data will be analysed securely and separated from anything that personally identifies you. It will be combined with data from other participants in the study, meaning that your personally identifiable information will not be made available to anyone or be used in any reporting or research outputs.

Vitality has chosen to offer an incentive to all employees who submit their surveys during a set period. The survey support team will use your email address to advise if you've been chosen as a winner. The full terms and conditions for this incentive can be viewed [here](#).

Who might we share your identifiable information with?

Data protection and integrity are of the utmost importance for Vitality. As the principal service provider for Britain's Healthiest Workplace, Vitality collects, stores, and analyses all survey data on its UK servers in accordance with the Data Protection Act 2018 and the UK General Data Protection Regulation (GDPR). This ensures the safety, privacy, and confidentiality of your data.

Vitality has contracted Medallia Inc, a customer experience organisation, to host the survey, provide technical support and maintenance for the Britain's Healthiest Workplace survey instrument. These activities will enable Medallia to access the database where survey responses are stored. Vitality has engaged Medallia through contractual clauses, which include model clauses to ensure the protection and confidentiality of your data.

What do we do with the information and what does it produce?

The answers that you provide in the survey will be used to produce your Personal Health Report, a customised report that includes both your Vitality Age and guidance on how to maintain and improve your health and wellbeing. Your Personal Health Report will be generated on completion of the survey and will be available to you. Your Personal Health Report will not be shared with any individual or organisation outside of Vitality. In addition, your personal information will not be used for marketing purposes, and you will not be contacted in relation to this survey unless you request it, for instance by emailing the survey support team directly with a query or you have won the incentive.

Vitality will also generate a results report for your employer. This report provides an aggregate, anonymised view of responses collected from all employees in your organisation. Your personal information will not be made available to your employer in this report. The results report will be generated by Vitality and distributed to the registered contact at your organisation, and it will be password protected.

In addition to preparing the personal and combined results reports, Vitality will also conduct research and analysis using de-identified data from all respondents to the survey. Vitality may work with academic partners on this research, including, but not limited to, RAND Europe, University of Cambridge, Aon, and the Stanford Graduate School of Business.

How long do we keep hold of your information?

If you agree, we will securely and confidentially store your information for the duration of the Britain's Healthiest Workplace project. By retaining your data, Vitality can analyse long-term trends that support ongoing research into employee and workplace health.

How can I access the information you hold about me?

You can email data.protection@vitality.co.uk to access the information we hold about you in relation to the Britain's Healthiest Workplace survey. Please include the words **Britain's Healthiest Workplace** in the subject line of the email.

To understand your rights, please consult the Information Commissioner's Office guide on individual rights: <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>.

Who do I contact to raise complaints or withdraw my consent?

For complaints, concerns or compliments you can contact: support@healthiestworkplace.co.uk.

You can contact the ICO (Information Commissioners Office) to enquire about data protection or to raise complaints or concerns by visiting their website at <https://ico.org.uk/> or telephoning 0303 123 1113.

If at any time you'd like to withdraw your consent to your data being matched and stored, either now or in the future, please email data.protection@vitality.co.uk including the words **Britain's Healthiest Workplace | Data deletion** in the subject line.

