

## BBC and BBC Studios Census 2024 Privacy Notice

Your trust is very important to us. The BBC and BBC Studios are committed to protecting the privacy and security of your personal data.

It is important that you read this notice so that you are aware of how and why we are using such information. This privacy notice describes how we collect and use personal data about you during and after your relationship with us, in accordance with data protection law. Additional information can be found in the BBC's [People Privacy Notice](#). Where there is inconsistency between those documents and this notice, this notice shall prevail.

### **What will we collect and how will we use it?**

Participation in the Census is optional. If you choose to provide responses, our selected third party partner Culture Amp will collect and process the personal data that you have provided in the survey form, as described in the section below "*Sharing and collecting your personal data*". We will also use information stored within our SAP system for the purposes of the survey.

The personal data that you provide will be processed for the purpose to enable the BBC and BBC Studios to have a better view of strengths and outstanding challenges in the diversity and inclusion of our workforces in terms of diversity, and ultimately enable us to take targeted actions to improve opportunities for and the experiences of our workforces. It will also help us to get a better understanding of participation rates or trends amongst different demographic characteristics and help us to improve staff engagement. Overall, the Census will help us to gather intelligence about staff to help make real and lasting change to fulfil our public interest task.

The BBC and BBC Studios are independent "data controllers" of this information. This means that the BBC and BBC Studios separately decide what your personal data is used for, and the ways in which it is processed, such as:

- To ensure meaningful equal opportunities monitoring and reporting;
- Understanding views of staff with specific demographic characteristics on their experience;
- Understanding of participation rates or trends amongst different characteristics; and
- Taking appropriate action to promote the BBC's Diversity and Inclusion Plan.

If you are currently engaged by BBC Studios, your information will be additionally used as follows:

- To better understand the diversity of the BBC Studios workforce, target areas of deficit and hold all areas accountable for improvement.
- To take appropriate action to promote BBC Studios' Diversity and Inclusion Plan, as part of the wider BBC diversity and inclusion strategy.

As part of your Census responses you may also choose to include “Special Category Data” such as data concerning your health.

### **What is our lawful basis for processing your personal data?**

The lawful basis on which the BBC processes your personal information to promote the BBC’s Diversity and Inclusion Strategy is the performance of our **public task** in relation to the following:

- Equality Act 2010 including Section 149 - Public Sector Equality Duty.
- Royal Charter for the Continuance of the British Broadcasting Corporation:
  - Section 4 - to reflect, represent and serve the diverse communities of all of the United Kingdom’s nations and regions;
  - Section 12 - Openness, transparency and accountability;
  - Section 14 – Diversity; and
  - Section 35 - Communication with staff of the BBC.
- Ofcom Framework Agreement - Purpose (4): Reflecting, representing and serving the diverse communities of all of the United Kingdom’s nations and regions.
- DCMS Broadcasting Framework Agreement – Schedule 3 Regulatory obligations for the UK public services – Section 12 – Equal Opportunities.

The lawful basis on which BBC Studios processes your personal information is to satisfy our **legal obligation** to fulfil reporting requirements under the Equality Act 2010.

If you provide us with Special Category Data as described above, the BBC and BBC Studios process this data to promote the BBC’s Diversity and Inclusion Plan. This is on the basis of substantial public interest to identify or keep under review the existence or absence of equality of opportunity and treatment between staff with specific demographic characteristics to enable us to promote and maintain such equality of opportunity and treatment. This is subject to the measures described below to safeguard your fundamental rights and interests.

### **Retaining your personal data**

The BBC and BBC Studios will retain your personal data in line with the BBC’s Corporate Retention Schedule.

### **Sharing and collecting your personal data**

We will share your personal data with selected third parties and they will collect and process information on our behalf acting as our data processors, as follows:

- Culture Amp will collect and store Census responses on behalf of the BBC in the EEA, USA, Chile, Taiwan, Singapore, Ireland, Netherlands, Finland, and Belgium subject to security and access controls.

The third party listed above has entered into an appropriate contract, which ensures they cannot do anything with your personal data unless we have instructed them to do so.

We will not share your personal data with any other third parties unless required or permissible by the law.

### **Your rights and more information**

If you have any questions about how the BBC and BBC Studios handle your personal data, or if you wish to contact us to exercise your rights in relation to your personal data including where you wish us to stop processing your Special Category Data within a reasonable time period, please visit the BBC [People Privacy Notice](#).

If you are engaged by the BBC and have any questions about the BBC handles your personal data, you can contact the [BBC's Data Protection Officer](#).

If you are engaged by BBC Studios and have any questions about how BBC Studios handles your personal data, you can contact [Rachael Ward](#), the Data Protection Officer for BBC Studios.

If you raise a complaint with the BBC and/or BBC Studios about the way we have handled your personal data and you are dissatisfied with our response, you are entitled to lodge a complaint with a supervisory authority. In the UK, the supervisory authority is the Information Commissioner's Office (ICO), which can be contacted at: <https://ico.org.uk/concerns/>.

### **Updating this privacy notice**

We will revise the privacy notice if there are significant changes to how we use your personal data.