

The North East Growth Hub: Growth Hub Connect Service Information Collection and Storage, Data Processing and Data Sharing

Part 1: Information Collection, Storage and Processing

About

The 'Growth Hub Connect' service is part of the North East Growth Hub's business support provision operated by the North East Local Enterprise Partnership (**North East LEP**) with investment from the Government's Department for Business, Energy and Industrial Strategy (**BEIS**). Growth Hub Connect provides one-to-one support to help you grow your businesses. Through the service, our Connectors give impartial insight to the various business support and finance/funding schemes available in the North East LEP region. The administrator of the service is North of Tyne Combined Authority.

What information do we collect, store and process?

To be able to provide our full 'Growth Hub Connect' service to you, we collect, store and process a small amount of personal information about you, as well as details about your business and details of any assistance that we provide. The lawful basis on which we process your information is public task. The government established Local Enterprise Partnerships to drive sustainable private sector-led growth and job creation. The Growth Hub Connect service supports the North East LEP in fulfilling this public function.

Much of the information that we collect, store and process will have been provided by you, as our customer, when you contact us or when you engage with one of our Connectors. We may gather some additional information about your business from publicly available sources to help us to tailor our support to your specific needs.

To be able provide our full Growth Hub Connect service to you, we collect, store and process the following information:

- Business name
- Address including postcode and website address
- Contact name
- Email
- Telephone number(s)
- Position (job title)
- Company registration number or other unique reference number (HMRC VAT registration number/HMRC employer's number/PAYE reference number)
- Month and year business started trading
- Sector
- Whether the business is single-site or multi-site
- Annual turnover
- Number of employees (number in Full Time Equivalents)
- A brief description of the business (100 words max)
- Our comments on the growth or scaleup potential of your business (100 words max)
- Business support/finance or funding referral information: purpose of referral, date, summary and an indication of whether the referral is taken up
- Growth Hub Connect client satisfaction and referral satisfaction scores that you give us
- Gender and ethnicity information you provide to us (leadership level only)
- Additional information about your business that we create from other publicly available sources.
- Other relevant business information, as discussed with you.

Why do we need this information?

- We use the information you give us to help us provide a high quality and appropriate Connect service which is tailored to your specific circumstances.
- We use your information to manage our relationship with you effectively, lawfully and appropriately.
- As a government-funded service, we need to collect, store and process information and are required to retain details for audit purposes.
- Because our Connect service is government funded, we are asked to share this information with BEIS for the reasons outlined in Part 2: Information and Data Sharing, below.



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Where do we store your information?

We store information in a customer relationship management (CRM) database and in electronic and paper files. We keep your information secure by taking appropriate technical and organisational measures against unauthorised or unlawful processing and against its accidental loss, destruction or damage.

Part 2: Information and Data Sharing

We are required to share the information we collect with BEIS, our government funder. We need to do this:

- For monitoring and evaluation purposes in relation to the North East Growth Hub and the Growth Hub Connect service
- For matching to other data sources to understand more about businesses like yours and to examine general patterns and trends
- For the purposes of monitoring and evaluating the ongoing impact of Growth Hubs nationally.

Your personal and business data will not be published or referred to by us or by BEIS in any way which identifies you as an individual or which identifies your business.

In order to provide a quality service to you, we may share your information with select members of our Growth Hub Provider Network, see <https://www.northeastgrowthhub.co.uk/business-support/> and <https://www.northeastgrowthhub.co.uk/finance-and-funding>

Occasionally we might connect you by email or telephone with other organisations which we believe, based upon our discussions, are appropriate and relevant to supporting your business needs. In order to do that, we will share your contact name, business name, contact details and an overview of the issues. No further personal information would be shared.

Part 3: Our commitment to you

The Growth Hub Connect service is operated by the North East LEP. We are committed to ensuring that we collect, store, process and share your personal and business data in accordance with our Data Collection and Security Principles. These principles stipulate that:

- We will comply with all requirements of all applicable data protection laws.
- We will aim to follow best practice in all aspects of personal data collection, storage and processing.
- We will keep you informed of the purposes for which we are processing your data, and we will seek your consent where appropriate and necessary. Where we collect and use data for another purpose, we will inform you of this. We will provide general information to you on your rights under data protection legislation.
- We will hold the minimum personal data necessary to carry out our functions, and we will make every effort to ensure accuracy of the data. Where we record opinions or intentions, these will be carefully and professionally expressed. Data which is no longer required will be securely destroyed in accordance with relevant retention and disposal schedules.
- We will only use your data for the direct promotion or marketing of goods and services with your consent.

A copy of our full Privacy, Cookies and Fair Processing Policy can be found on our website at: <https://www.northeastgrowthhub.co.uk/themes/growthhub/assets/privacy-cookies-fair-processing-policy.pdf>

Part 4: Summary

By engaging with our services, you confirm that you understand that the North East LEP, the North of Tyne Combined Authority and the Growth Hub Connect service will collect, store, process and share your personal and business data for the purposes stated above, as set out in the table below. We will manage all your information in accordance with our information governance policies and in compliance with the General Data Protection Regulation.

Collection, storage and processing

The North East LEP (Growth Hub Connect) will collect and hold my data on its CRM database and in electronic/paper files in accordance with the North East LEP's Information Governance Policy, Privacy and Fair Cookies Policy.



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Sharing data with BEIS

The North East LEP (North East Growth Hub) will share the data provided on this form with BEIS, the government funder of the Growth Hub Connect service, for matching to other public and commercial datasets for the purposes of monitoring and evaluating.

Sharing with business support and/or finance and funding providers

The Growth Hub Connect service will share my business name, contact details and brief details about my enquiry with selected members of the North East Growth Hub Provider Network (<https://www.northeastgrowthhub.co.uk/business-support> / <https://www.northeastgrowthhub.co.uk/finance-and-funding>) for the purposes of making personal introductions to providers of business support and/or finance and funding.

Receiving information about Growth Hub Connect and related North East Growth Hub activities

The North East Growth Hub will contact me (via email, telephone and/or post) about the Growth Hub Connect service and related North East Growth Hub activity.

Questions and further information

If you have any questions in relation to how the information you provide will be used and in particular how any personal data will be processed and disclosed, please contact Colin Bell, Business Growth Director, North East LEP, E: info@northeastgrowthhub.co.uk



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