

Privacy Notice – Made Smarter South West Adoption programme

1. Purpose of this Privacy Notice

This notice explains how the West of England Combined Authority ('the MCA') processes personal data as part of the [Made Smarter South West Adoption programme](#).

We process personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018 (DPA 2018).

The purpose(s) for which we are processing your personal data is in order to monitor the delivery of and evaluate the impact of the Made Smarter South West Adoption programme to support SME manufacturers with adopting industrial digital technology.

2. Personal data

We process the following personal data:

- Identity data including first name, last name, title, and gender.
- Contact data including business address(s), email address and telephone numbers.
- Ethnicity, disability, and gender of employees / owners of SMEs that participate in the Made Smarter South West Adoption programme and of students who take part in Made Smarter South West digital internships.

3. Legal Basis for Processing

Under the UK GDPR, the lawful basis we rely on for processing personal data for the Made Smarter South West Adoption programme is:

- *Public task* – the processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority. The Made Smarter South West Adoption programme is a government funded programme aiming to improve digital adoption among SMEs in regions of England.
- *Legitimate interests* – we believe it is in both of our interests that we inform you of relevant events in the region that align with your business. You have the right to object to this processing (see Section 7) at any point.

The lawful basis we rely on for processing special category personal data for the Made Smarter South West Adoption programme is under *substantial public interest* (under Schedule 1, Part 2 of the Data Protection Act 2018)

- (8) Equality of opportunity or treatment
- (6) Statutory and government purposes

4. Who We Share Your Data With

We share your information with the Made Smarter South West Adoption programme delivery providers, NCC, Oxford Innovation Advice and the University of the West of England, for them to deliver the programme - where possible data minimisation will be applied to any sharing.

5. How Long We Keep Your Data

Your information will be retained for 6 years this is in line with the MCA's Retention Schedule. After this period, your data will be securely deleted or anonymised.

The retention of your data processed by the Department for Business and Trade will be kept by them for 5 years.

6. How We Protect Your Data

We apply technical and organisational measures to keep your information secure, including:

- Access controls
- Technical security
- Encryption
- Staff training
- Data protection policies and procedures

These measures comply with the Data Protection Act 2018 and the UK GDPR's security requirements.

7. Your Data Protection Rights

Under the UK GDPR, you have the right to:

- Access your personal data
- Request correction of inaccurate information
- Request deletion of your data (in certain circumstances)
- Object to or restrict processing – for example objecting to being informed of events or workshops relevant to your business.
- Withdraw consent where consent is the lawful basis – not applicable in this case, as we do not rely on consent as our lawful basis for this processing.
- Complain to the Information Commissioner's Office (ICO) – we would ask you to come to us first to see if we can resolve your complaint.

8. Contact Details

For questions about this Privacy Notice, how your data is used, or to invoke your data protection rights please contact:

Data Protection Officer – Made Smarter South West Adoption programme
The West of England Combined Authority
70 Redcliff Street,
Bristol,
BS1 6AL

Telephone: 0117 428 6210

Email: IG@westofengland-ca.gov.uk

9. Complaints

If you are unhappy with how we handle your data, you can contact the Information Commissioner's Office (ICO) using the details below. However, as stated in Section 7 we would kindly ask you to come to us first (see contact details in Section 8 above) to see if we can resolve your complaint.

Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, SK9 5AF

Telephone: 0303 123 1113

Email: casework@ico.org.uk

10. Version Control

Version	Date	Details
1.0	11/5/2026	Initial draft
1.1	26/5/2026	Additional information added re legitimate interests, organisations shared with, and references to south west programme