

## **PS22196 Fake Reviews**

### GDPR Annex A - Schedule of Processing, Personal Data and Data Subjects

The Supplier shall only process in accordance with the instructions as advised below and comply with any further written instructions with respect to processing by the Contracting Authority. Any such further written processing instructions required by the Contracting Authority shall be incorporated into this Schedule and shall be a subject of a formal amendment to this Contract.

<b>Description</b>	<b>Details</b>
Subject matter of the processing	<p>The processing is needed to ensure that the Supplier can effectively deliver the contract to generate insights about how consumer behaviour is influenced by online fake reviews, what consumer detriment this causes and if there are potential non-regulatory options to help mediate the impacts of online fake reviews.</p> <p>The Supplier will need to confirm that they are UK GDPR or GDPR (if operating in the EEA) compliant when submitting a bid.</p> <p>The contractor will provide interviewees with a privacy notice before participating to ensure they understand the nature of the research, how their data will be used and stored.</p>
Duration of the processing	<p>All data collected specifically for this research project will initially be processed by the supplier. This collecting, analysing and processing will take place from around September 2022 to January 2023.</p>
Nature and purposes of the processing	<p>The nature of the processing will include collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination of data.</p> <p>Processing takes place for the purposes of research and generating insights. These insights are then used for the development and enforcement of consumer protection policy.</p> <p>Processing will be analysis of breakdowns into different categories and potentially relational analysis. An example is what share of consumers would spend more time reading product reviews next time they make an online purchase. An example of the latter is whether consumers with certain demographic characteristics, e.g., have not bought a good online in the past 12 months, are more likely to be misled by fake online reviews.</p> <p>Further, the aggregate insights will be documented in an accompanying report and summary tables (as well as</p>

	<p>raw tables: see, anonymised underlying data) will be generated and published.</p> <p>For the duration of the project where BEIS data is stored on the supplier's systems, the data owned and controlled by BEIS when joined with the supplier's own data may qualify as personal data. The supplier will take appropriate steps to process this BEIS data in line with UK GDPR. This includes clear privacy notices to individuals what data will be collected, how it will be used, and how it will be stored. The privacy notice will indicate which data is being collected for BEIS and which is being collected for the supplier and any differences in privacy policy that apply due to possible different usages. The supplier will also ensure safe storage and appropriate access controls.</p> <p>The nature of processing will include the storage and use of names and business contact details of staff of both the Contracting Authority and the Supplier as necessary to deliver the services and to undertake the Contract and performance management. The Contract itself will include the names and business contact details of staff of both the Contracting Authority and the Supplier involved in managing the Contract.</p>
Type of Personal Data	<p>BEIS will not receive single identifiable data such as name, date of birth, NI number, address, (exact) pay, images, or biometric data. The data collected for BEIS and for which BEIS will be the data controller includes information specific to consumers' experiences when purchasing products online. The list of themes is:</p> <ul style="list-style-type: none"> <li>• Participants' attitudes towards and engagement with online reviews</li> <li>• How frequently participants have purchased a product online in the previous 12 months.</li> <li>• How much more/less time participants would spend on future purchase decisions.</li> <li>• How participants trust is affected when making future product purchases online</li> <li>• The financial, time, and emotional impact on respondents of purchasing a product due to misleading information.</li> </ul> <p>Names, business telephone numbers and email addresses, office location and position of staff of both the Contracting Authority and the Supplier as necessary to deliver the services and to undertake the Contract and performance management. The Contract itself will include the names and business contact details of staff of both the Contracting Authority and the Supplier involved in managing the Contract</p>

Categories of Data Subject	<p>Any adult. While this is a consumer survey, it will target a representative sample of the whole adult UK population (because everyone is a consumer of <i>something</i>).</p> <p>Staff of the Contracting Authority and the Supplier, including where those employees are named within the Contract itself or involved within the Contract management.</p>
Plan for return and destruction of the data once the processing is complete UNLESS requirement under European Union or European member state law to preserve that type of data	<p>The Personal Data will be retained by the Supplier until the expiry of the contract in January 2023, following which the Contractor will delete the Personal Data and erase the Personal Data from any computers, storage devices and storage media that are to be retained by the Supplier after the expiry of the Contract in January 2023.</p> <p>The Supplier will certify to the Contracting Authority that it has completed such deletion.</p> <p>Where Personal Data is contained within the Contract documentation, this will be retained in line with the Department's privacy notice found within the Procurement Documents.</p>