



***Getting to Know You* Tenant Census**

Frequently Asked Questions

Q. Why are you carrying out this survey?

This research aims to gather key information about tenants and the people who live in our homes to ensure our records are up to date. The information you provide will also help SDC Housing Service shape our services to ensure they meet the needs of you and other customers.

Q. What's in it for me?

The survey will help SDC make sure our tenant records are up-to-date so we can deliver better services to our tenants that meet their individual needs. There is also an incentive for completing the survey. Tenants who take part will automatically be entered into a free prize draw and could win one of ten £50 vouchers. Please see our Terms and Conditions [**insert shortened link**].

Q. Do I have to complete the survey?

No, you don't need to complete the customer survey if you don't want to. Most questions have an option of 'prefer not to say'. If you don't want to disclose any information, we would be grateful if you could complete the survey selecting the 'prefer not to say' options, so that we know that this is your preference.

Q. Who are ARP Research?

We have asked ARP Research to carry out this survey for us. ARP Research is a specialist independent social and market research agency with a strong reputation for delivering high quality and high impact research for similar landlords across the country.

Q. How will my data be used and stored?

The information you provide in this survey will be provided to SDC for the purposes of updating their customer records. This will help SDC to understand its customers better and continue to improve the services they offer. All information collected in this survey will be treated in accordance with the Data Protection Act, GDPR and Market Research Society Code of Conduct. You have a right to a copy of your data, change your data or withdraw from the research at any point. Although the nature of the research means your details will not be anonymous, they will only be shared with SDC. Your data will not be shared with any other organisations outside of SDC and ARP Research and all information collected will be treated in the strictest confidence in line with our privacy notice at **<https://bit.ly/4jszs74>**

Q. How do I know the data is secure?

Your privacy is very important to us. ARP Research goes to great lengths to preserve your privacy and protect the personal data used in conducting all research. ARP Research will collate all your responses and securely transfer them to us and won't use your data for any other purpose. not keep your data for longer than necessary to complete this project, after which it will securely deleted/shredded. For full details about ARP Research's privacy policy please visit their website via **arp-research.co.uk/privacy**
