

King's Pond Consultation 2026 – Project Privacy Notice

Research: King's Pond Consultation

For: Alton Town Council

Dates: November 2026 to January 2027

Who is carrying out the research?

Enventure Research is carrying out this research on behalf of Alton Town Council.

Enventure Research is an independent research agency. You can find more information about how we protect and use personal information in our [Privacy Policy](#).

What is the research about?

Alton Town Council is consulting on the future of King's Pond and has developed two options for consideration: **Dredging Plus** and **River & Pond**.

Enventure Research has been appointed to independently administer and analyse the consultation surveys. The findings will help Alton Town Council understand views on the two options and inform its decision about the future of King's Pond.

Taking part in the research is voluntary.

Why have I been contacted?

If you received a survey pack in the post:

Your household has been randomly selected from residential addresses within the Alton Town Council area using the Royal Mail Postcode Address File. Enventure Research has not been provided with your name or other personal contact details by Alton Town Council.

The questionnaire asks that it is completed by a person aged 16 or over in your household whose birthday is next.

Your household has been given a unique survey code. This is used to ensure that only one response is submitted by each selected household, whether the survey is completed on paper or online.

If you are taking part in the open consultation survey:

The open consultation survey is available to anyone aged 16 or over who wishes to provide their views on the future of King's Pond. You can also access the survey through Alton Town Council's website, consultation materials or other communications.



What information will be collected?

If you choose to take part, we will collect the answers and information you provide in the consultation survey.

This will include your views about King's Pond, the two options being considered, your use of King's Pond and your experience of the consultation.

We will also ask some questions about you. If you are responding as an individual, these will include your age, the ward where you live or your postcode, whether you have a disability or long-term health condition, and whether there are children or young people aged under 16 living in your household. If you are responding on behalf of an organisation or group, we will ask for the name of the organisation or group. This information helps us understand who has taken part and whether views differ between different groups.

You can choose not to answer any optional questions. Where provided, you can select 'Prefer not to say'.

If you choose to provide your name and email address so that Alton Town Council can notify you of the outcome of the consultation, these details will be handled separately from your survey responses.

How will my information be used?

Enventure Research will use your information to analyse the findings from the consultation and report them to Alton Town Council.

Responses to the random household survey and open consultation survey will be analysed and reported separately.

Your responses will be combined with those of other respondents and reported in a way that does not identify you. We may include anonymous comments or quotations in the consultation report, but we will take care not to include information that could identify you.

If you choose to provide your name and email address to be notified of the consultation outcome, these contact details will be provided to Alton Town Council separately from your survey responses and will not be included with the survey data provided to the Council. Once your contact details have been provided to Alton Town Council, they will be removed from the survey database.

We will not use your research responses for sales or marketing purposes.



What is the legal basis for using my information?

The data controller for this consultation is **Alton Town Council**.

The lawful basis for using your personal information for this consultation is **Article 6(1)(e) of the UK GDPR – public task**, as the processing is necessary for Alton Town Council to carry out its functions in the public interest.

The survey includes an optional question about disability or long-term health conditions. As this may involve special category personal data, the additional condition relied upon is **Article 9(2)(g) of the UK GDPR – substantial public interest**, together with the relevant condition under the Data Protection Act 2018.

Who will have access to my information?

Enventure Research staff working on this project will have access to the information needed to administer and analyse the consultation surveys.

Enventure Research will also use trusted suppliers to support the administration of the survey, including survey hosting and the production and mailing of random household survey packs. These organisations are only permitted to use personal information for the agreed purpose and are required to protect it appropriately.

Alton Town Council will receive the consultation findings and survey data in accordance with the arrangements described above. Information will be provided in a way that does not identify individual survey respondents.

If you ask to be notified of the consultation outcome, your name and email address will be provided separately to Alton Town Council for this purpose.

How long will my information be kept?

Enventure Research will keep identifiable personal information collected for this project until **4 August 2027**.

After this, it will be securely deleted or anonymised unless there is a legal or other agreed reason for keeping it for longer.

If you provide your name and contact details so that Alton Town Council can notify you of the outcome of the consultation, Alton Town Council will retain these contact details until you have been notified of the consultation outcome, after which they will be securely deleted.

Anonymous research findings may be retained for longer because they do not identify individual respondents.



Can I change my mind?

Taking part is voluntary and you can stop participating at any time while completing the survey.

Once you have submitted your survey response, it may not be possible for Enventure Research to identify and remove it, particularly once responses have been combined with those of other respondents for analysis.

How can I find out more?

You can read Enventure Research's [Privacy Policy](#) for more information about how we protect personal information, your data protection rights and how to make a complaint.

If you have a question about this consultation or how your information will be used, please contact:

Enventure Research

Email: helpline@enventure.co.uk

Telephone: **0800 0092 117**

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