

# Privacy Notice – Housing Need and Demand Assessment (Survey)

Date notice written: February 2026

## Why is this information being processed?

A Housing Need and Demand Assessment is an important research study that all Councils in Scotland must carry out roughly every 5 years. The research findings from the Assessment will be used by Perth and Kinross Council to develop the next Local Housing Strategy and new Local Development Plan.

Carrying out the Housing Need & Demand Assessment involves a significant amount of information gathering, statistical analysis, listening to local residents, and also consulting with the partners who will be involved in delivering new homes and housing services.

As part of this Assessment, the Council is launching a Housing Need and Demand Assessment survey of local households in February 2026. The Council will be using a professional market research agency called Research Resource to carry out the survey (through our contract with Arneil Johnson). Research Resource are Market Research Society Company Partners, operating to the MRS Code of Conduct and members of the MRS Interviewer Identification Scheme.

The survey is being carried out in two ways:

1. **Research Resource will carry out in-person or telephone interviews with households living across the Perth and Kinross Council area.** Households will be randomly selected from the Electoral Register to take part by the Council and if selected, will receive a letter from Perth and Kinross Council confirming this. Selected households will then be contacted by Research Resource by telephone, unless they have chosen to opt out of the survey process. Households can also contact Research Resource to arrange a convenient time to take part.

Research Resource can be contacted by email at [info@researchresource.co.uk](mailto:info@researchresource.co.uk) or by calling 0141 641 6410.

The sample has been carefully designed to make sure that all households, including those living in rural areas, towns and cities have a good opportunity to take part.

2. **On online survey open to all residents in the Perth and Kinross area who are over 16 and a main householder.** The survey will take approximately 5 minutes to take part. Local residents will be able to access the survey by clicking on the following link:



[researchresource.welcomesyourfeedback.net/s/mmkxi3](https://researchresource.welcomesyourfeedback.net/s/mmkxi3)

The personal data collected includes:

- age
- date of birth
- gender
- contact details (postal address, email address, or telephone number)
- housing information (such as homeowner/renter, type of housing, number of bedrooms, condition of property)
- racial or ethnic origin
- physical and mental health condition
- financial information (such as income)
- household composition (such as number and ages of children) and their future intentions

The survey will be entirely confidential and will be treated in accordance with the Data Protection Act 2018. Respondents can find out more about how Research Resource will treat the data in [their Privacy Notice on their website](#).

Once the research has been completed, Research Resource will provide a report on the findings to the Council which will not include your name or full address (only postcode). However, your contact information can be shared with the Council's Housing Options Team **at your request**, to provide advice on your individual situation. This information will be separated from other survey/household information you provide.

### **Who is processing this information?**

The personal information you have provided will be processed by:

- Perth and Kinross Council, Council Building, 2 High Street, Perth, PH1 5PH  
Email [Enquiries@pkc.gov.uk](mailto:Enquiries@pkc.gov.uk) or telephone 01738 475000
- Arneil Johnson, Falkirk Business Hub, 45 Vicar Street, Falkirk, FK1 1LL  
Email [lmitchell@arneil-johnston.co.uk](mailto:lmitchell@arneil-johnston.co.uk), [www.arneil-johnston.co.uk](http://www.arneil-johnston.co.uk)
- Research Resource (contact details as above)

## **Why is it lawful for the Council to process this information?**

The Council is permitted to process your personal data in this way because completing a Housing Need and Demand Assessment is a legal requirement for the Council under the Housing (Scotland) Act 2001; and the Town and Country Planning (Scotland) Act 1997, as amended by the Planning Scotland Act 2019.

Formally, the processing of personal data provided to us for this purpose satisfies Article 6(1)(c) of the UK General Data Protection Regulation – “Processing shall be lawful...to the extent that processing is necessary for compliance with a legal obligation to which the controller is subject”.

## **Will any sensitive personal information (Special Category Data or information about criminal convictions etc) be processed?**

Yes, some of the information processed may be particularly sensitive, such as details of medical conditions; this is known as Special Category Data.

### **If so, why is it lawful for the Council to process this information?**

Formally the processing of Special Category Data provided to us for this purpose satisfies Article 9 (g) of the UK General Data Protection Regulation – “Processing is necessary for reasons of substantial public interest”.

### **Will this information be shared?**

We will share a list of addresses randomly selected from the Electoral Register with our contractor (Arneil Johnson), who are carrying out this survey on our behalf, and will in turn share this information with their sub-contractor Research Resource. This is in order for them to be able to contact residents to ask if they want to agree to take part in the survey.

It is important to note that Research Resource do not obtain any additional information from research participants without their agreement. This agreement may be asked for verbally or given in writing at the start of or during any stage of the survey.

Your contact information can be shared with the Council’s Housing Options Team **at your request**, to provide advice on your individual situation.

Your personal information will not be disclosed to third parties unless it’s necessary for us to do so in order to verify its accuracy, prevent or detect crime, protect public funds or where required by law. The Council may check information provided by you, or information about you provided by a third party, with other information held by us.

## How long will this information be kept for?

Personal information held on Perth and Kinross Council systems in relation to the Housing Need and Demand Assessment survey will be kept for up to 5 years. After this it will be deleted.

## Personal information rights

Individuals have rights in relation to the information the Council holds about them, including the right to request a copy of their information. You can find out more about your [personal information rights](#) on our website or by contacting the Council's Information Governance Team at the address below.

## Data Protection Officer

The Council has a Data Protection Officer who you can contact in the first instance if you have any questions or complaints about how we are processing your personal information.

Please contact by writing to the Data Protection Officer, Perth and Kinross Council, Council Building, 2 High Street, Perth, PH1 5PH, by emailing [DataProtection@pkc.gov.uk](mailto:DataProtection@pkc.gov.uk) or by telephoning 01738 475444.

## Information Commissioner's Office

If you want to complain about how the Council has processed your information you have the right to contact the [Information Commissioner's Office](#) via their website or by telephoning 0303 123 1113.

## Information Governance Team

If you have any questions about how the Council processes your information, or if you would like a copy of this notice in another language or format, please contact the Information Governance Team:

Information Governance  
Legal and Governance Services  
2 High Street  
Perth  
PH1 5PH

Email [DataProtection@pkc.gov.uk](mailto:DataProtection@pkc.gov.uk)  
Telephone 01738 477933