



Privacy notice for the National Public Confidence and Policing Survey

This privacy notice explains how the College of Policing processes personal data for the National Public Confidence and Policing Survey, how VISAV administers the survey on the College's behalf through the Neighbourhood Alert platform, and how researchers from LSE and UCL may become involved at a later stage of the project.

At a glance

Who the survey is for?	Neighbourhood Alert users aged 18 or over who have opted in to receive police messages through the platform.
What the survey is about?	People's experiences of crime and policing, feelings of safety, neighbourhood policing, and levels of trust and confidence in the police, together with information about respondent characteristics such as age, sex, gender identity, ethnicity, religion, sexual orientation and disability.
Is taking part voluntary?	Yes. You can choose whether to take part and can skip any survey question you do not want to answer.
Who is responsible for your information?	The College of Policing leads the research and is responsible for the research processing described in this notice. VISAV administers the survey through the Neighbourhood Alert platform on the College's behalf. Researchers from LSE and UCL are expected to become involved at a later stage of the project once appropriate arrangements are in place. Further information is provided below.
Who receives my information?	VISAV administers the survey on behalf of the College through the Neighbourhood Alert platform. The College will

	initially receive a research dataset from which names, contact details and other direct identifiers have been removed (sometimes called a pseudonymised dataset). LSE and UCL may receive pseudonymised research data later, once the necessary governance and data-sharing arrangements are in place.
Will direct contact details be shared?	No. Research datasets will contain a unique respondent identifier used to link responses across survey waves, but will not contain names, contact details or other direct identifiers.
Will results identify me?	No. Findings will be reported only in aggregated form, with disclosure checks before results are published or shared.

Why we collect and use your information

Research processing

The survey research is being carried out to strengthen the evidence base on public confidence in policing and to support the government's Safer Streets Mission and the Neighbourhood Policing Guarantee. The survey will explore how people's views and experiences of crime and policing in the local area are associated with their trust and confidence in the police and police legitimacy and may be used to evaluate the impact of local neighbourhood policing initiatives.

The research is based on three waves of a survey. The first wave will take place in summer 2026, with further waves planned at around 12-month intervals in 2027 and 2028. The responses will be used to:

- construct and validate survey measures
- analyse relationships between perceptions of the local area, experiences of policing, perceptions of neighbourhood policing, trust, confidence and legitimacy
- append area-level statistical data using LSOA codes
- link survey responses across waves to understand change over time

- compare responses across demographic groups and protected characteristics to assess equality impacts
- evaluate the impact of local neighbourhood policing initiatives on public perceptions.

Results of the research will be published free-of-charge in peer-reviewed scientific journal articles and plain-English summaries for academic and public audiences and shared in aggregated data packs for police forces. The aim of these outputs is to improve policing policy and practice at national and local levels. Individual survey responses will not be published in these outputs.

Additional processing

VISAV may also carry out certain processing activities using information collected through the survey in connection with the operation of the Neighbourhood Alert platform. These activities are separate from the research processing described in this privacy notice and are undertaken by VISAV under its own data protection responsibilities.

Further information about this processing, including how VISAV may use survey information in relation to Neighbourhood Alert accounts and profiles, is available in VISAV's privacy policy and terms and conditions:

- Neighbourhood Alert Privacy Policy: <https://www.neighbourhoodalert.co.uk/Content/Pages/Privacy-Policy>
- Neighbourhood Alert Terms and Conditions: <https://www.neighbourhoodalert.co.uk>

Questions about this processing should be directed to VISAV.

The lawful basis for processing

The lawful basis for the research processing carried out by the College is **Article 6(1)(e) UK GDPR (public task)**. The research supports the College's statutory role in developing the evidence base for policing and informing policy and practice.

Where special category data is processed for research purposes, the relevant Article 9 condition is **Article 9(2)(j) UK GDPR (scientific and statistical research purposes)**, subject to appropriate safeguards including pseudonymisation, restricted access, secure transfer arrangements and publication of aggregated findings only.

The processing satisfies the requirements of Schedule 1 Part 1 Paragraph 4 of the Data Protection Act 2018 (research purposes). The processing is necessary for scientific and statistical research into public confidence in policing and is undertaken with appropriate safeguards, including pseudonymisation, restricted access, disclosure controls and governance arrangements designed to protect the rights and freedoms of participants.

Taking part in the survey is voluntary. However, the legal basis for the research processing is public task rather than consent under UK GDPR. You can choose not to take part and can skip any question you do not wish to answer.

Who is responsible for your information

The College of Policing is the controller for the research described in this privacy notice. The College is leading the research and determining the purposes and essential means of the research processing.

VISAV administers the survey through the Neighbourhood Alert platform and prepares pseudonymised research datasets on behalf of the College. For these activities, VISAV acts as a processor on the College's documented instructions.

Researchers from the London School of Economics (LSE) and University College London (UCL) are expected to become involved in a later stage of the project. No survey data will be shared with LSE or UCL until the necessary governance, security, contractual and data protection arrangements are in place. If this occurs, this privacy notice will be updated accordingly.

What information we collect

The survey uses closed-response questions. This means you will not be asked to provide free-text answers or any names, contact details or other directly identifying information.

Depending on the questions you choose to answer, the survey may collect:

- your age, sex and gender identity
- your experiences of crime, anti-social behaviour and contact with the police, including satisfaction with recent contact
- your views about crime and anti-social behaviour, feelings of safety, the local community, local police effectiveness and neighbourhood policing

- your trust and confidence in the police, and views about the fairness, trustworthiness and legitimacy of the police
- special category data where you choose to provide it, including sexual orientation, ethnic background, religious belief, and long-term health condition or disability.

VISAV will also use a unique respondent identifier so that your responses can be linked across the three waves of the survey without sharing any directly identifying information with the College, LSE or UCL.

An LSOA is a small geographic area used by the Office for National Statistics. This allows us to analyse patterns at neighbourhood level and evaluate local neighbourhood policing initiatives. The addition of the LSOA code to your survey responses means:

- area-level statistical data – such as deprivation and recorded crime measures – can be appended to the dataset for analysis
- the impact of local neighbourhood policing initiatives can be evaluated.

The LSOA code will be retained only for as long as necessary to append area-level statistical data and support the approved analysis and will then be removed from datasets where no longer required.

How we collect information

VISAV will administer the surveys through the secure Neighbourhood Alert community messaging platform. VISAV will send eligible platform-users an alert with a link to the questionnaire and may send reminders to users who have not responded during the fieldwork period.

The survey will only be sent to platform-users who are recorded as being old enough to be eligible for the study. Before starting the survey, you will be provided with this privacy notice.

Your survey responses will be linked by VISAV to your Neighbourhood Alert platform account for the purposes of administering the research, sending later waves of the survey and using a unique respondent identifier to link responses across survey waves. The unique respondent identifier will be included in the research dataset shared with the College. It does not contain names, contact details or other direct identifiers. Only VISAV can associate the identifier with a Neighbourhood Alert account. The College, LSE and UCL cannot identify respondents using the unique respondent identifier alone.

How we store information

Survey responses will be stored by VISAV within Neighbourhood Alert's secure survey environment in accordance with this privacy notice, VISAV's privacy policy and the project's retention arrangements.

Where the necessary governance and data-sharing arrangements are in place, VISAV will provide pseudonymised datasets to the College and, where appropriate, to LSE and UCL for approved research purposes.

The College, LSE and UCL will store the data on their encrypted IT systems with access restricted to named and appropriately vetted members of staff working on the project.

The College, LSE and UCL will apply equivalent controls to derived datasets and analysis files. Results will be subject to statistical disclosure control before release.

How we share information

VISAV will provide pseudonymised research datasets to the College for the approved research purposes. The research dataset will contain a unique respondent identifier that allows responses to be linked across survey waves. The dataset will not contain names, addresses, email addresses, telephone numbers or other direct identifiers.

Survey data will not be shared with LSE or UCL until the necessary governance, contractual, information security and data protection arrangements are in place.

Where the relevant governance and data-sharing arrangements have been completed, the College will provide the pseudonymised research datasets to researchers at the LSE and UCL for approved research purposes.

Datasets will be transferred using encrypted files and strong randomly generated passwords, with passwords communicated separately.

Aggregated data packs may be shared with police forces where sample sizes allow. These packs will contain aggregate results and may include force-level regression modelling. Research outputs will not contain individual-level survey responses or direct identifiers.

How long we keep information

The College and VISAV currently expect to retain the pseudonymised research datasets required for the project until the end of the research programme, currently expected to be

March 2029, after which they will be securely deleted unless a revised retention period is documented and approved.

An anonymised dataset may be retained for a minimum of 10 years for replication or secondary analysis only where information creating a realistic risk of identification has been removed and the dataset has been assessed as sufficiently anonymised. Any such archived dataset would only be created after appropriate governance arrangements are in place.

Information retained by VISAV outside the research processing is governed by VISAV's own retention arrangements and privacy information.

Your rights

You have certain rights under the GDPR regarding your personal data, which includes the right to access data held about yourself, to ensure it is accurate and to ask it is deleted or no longer processed. You also have the right to complain about the processing of your information if you are not happy about any aspect of the processing. For more information about your rights please see our full privacy notice on the College of Policing website, which can be found on our 'Legal' page. You can also contact the College Data Protection Officer by emailing: Data.Protection@college.police.uk

Because this is research processing, some rights may be limited where applying them would seriously impair the research and where appropriate safeguards are in place. We will consider any request on its merits in line with UK GDPR and the Data Protection Act 2018.

If you have concerns about how we process your data, please contact us so we can address the issue. You can contact the College Data Protection Officer by emailing:

Data.Protection@college.police.uk.

If you are dissatisfied with the way your query has been handled, you can make a complaint to the Information Commissioner's Office (ICO) via their website at <https://ico.org.uk/for-the-public/official-information/>

Alternatively, you can write to the ICO:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Phone: 0303 123 1113

Further information

Further information about how the organisations involved in the research process personal data can be found using the contact details and privacy links below.

Contact details

If you have any questions or concerns about how your information is processed, please contact the College Data Protection Officer using the email address below. You may also contact the data protection officers in the other organisations involved in the project.

If you have questions about information held in your Neighbourhood Alert account or wish to exercise your rights in relation to processing carried out by VISAV, please contact VISAV directly. VISAV will handle such requests in accordance with its own privacy information and data protection obligations.

- College: data.protection@college.police.uk
- LSE: lse.info.rights@lse.ac.uk
- UCL: data-protection@ucl.ac.uk
- VISAV: support@neighbourhoodalert.co.uk

Privacy policies

The privacy policies for the organisations that are or will be involved in the project are available below:

- College: <https://www.college.police.uk/privacy>
- LSE: <https://www.lse.ac.uk/lse-information/privacy-policy>.
- UCL: <https://www.ucl.ac.uk/legal-services/privacy>
- VISAV: <https://www.neighbourhoodalert.co.uk/Content/Pages/Privacy-Policy>