

Post-Covid-19 Lockdown Guidance: Undertaking safe data collection

Contents

Post-Covid-19 Lockdown Guidance: Undertaking safe data collection	1
Recommended data collection methodologies	2
Post visit e-survey	2
On-site survey (self-completion survey through own device)	3
Face-to-face data collection	4
FAQs	6
I currently have a live survey that I was using to collect data prior to lockdown, can I extend my data collection period?	6
I have a face-to-face survey already set up, can I switch to a new method for free?	6
Can I switch back to a face to face survey once restrictions are lifted?.....	6
How do I get a short URL or QR code to link to my on-site e-survey?	6
Can I have multiple data collection methodologies	6
What are the targets for data collection in 2020/21?.....	7
My venue is still not open, can I collect data on my digital audiences?	7
NHS Track and Trace – Collection of audience data and compliance with Data Protection regulation	8
• Collect only the minimum amount of data required.....	8
• Be transparent.....	8
• Only keep the data for as long as its required.....	8
• Store and delete data securely.....	9
• Limit the use of the data and keep the collection process simple	9

The COVID-19 pandemic and government response to it continues to evolve. As we enter post-lockdown and arts & cultural venues begin to re-open, it is essential that Audience Finder organisations and their staff follow government guidance about social contact and social distancing. The Audience Agency (TAA) will continue to update its guidance in line with government guidelines, but it is the responsibility of Audience Finder participants to keep up to date or align with the specific measures of their nation or Local Authority.

The aim of this guide is to interpret the UK government guidance into practical steps on how organisations can safely and effectively continue to collect audience data. There will be a need for flexibility in approach, both across the organisations, but also over time, as restrictions and measures are relaxed or even potentially re-instated.

Recommended data collection methodologies

Post visit e-survey

Whilst social distancing of at least 1 metre is in place, TAA strongly recommend that, where possible, organisations collect their Audience Finder data via an e-survey. Organisations that have traditionally collected data using face-to-face paper or tablet surveys, such as museums or galleries, should consider switching to an e-survey method, particularly where audience email addresses are being collected as part of new pre-booking procedures or for NHS Test and Trace purposes.

If an organisation is collecting email addresses and wish to contact those audiences post visit, whether that's for marketing, research or for NHS Test and Trace purposes, individuals must be informed and given the opportunity to consent for the collection their data for the stated purpose, in order to comply with Data Protection good practice

Organisations also need to observe all the other obligations under the regulations to enable them to legitimately collect and process those customers' personal information, such as obtaining specific permissions for data to be collected (i.e. name/address/email address/telephone number) and the intended communications channels (email/sms/post/etc.)

Practically, in terms of how an organisation wishes to articulate the intention to send customers invitations to undertake a survey in their notification statements when seeking consent, it is up to the organisation themselves how it is phrased, but purposes and means of contact have to be specific and clearly outlined. TAA recommends that the clearest way of presenting this is as separate tick box options so the data subject had the option to consent to one but not the other.

For example:

We would like to retain your details so that we can contact you for:

- *NHS Test and Trace purposes to assist the NHS with requests for data in the event of a local COVID-19 outbreak y/n (please note your details will be deleted after 21 days)*
- *Marketing purposes, i.e. to keep you up to date about upcoming events - y/n*
- *To send you a survey about your experience today - y/n*
- *etc. other purposes, e.g. fundraising - y/n*

Please let us know how you would like to be contacted:

- *email - y/n*
- *SMS - y/n*
- *phone - y/n*
- *etc. - y/n*

On-site survey (self-completion survey through own device)

Alternatively, if email addresses are not available, TAA would recommend keeping in-person interactions and object handling to a minimum by allowing audiences to complete an on-site e-survey on their own smartphone devices, i.e. via a shortened web address or QR code linked survey. Signs, posters and leaflets, such as the example below, which inform audiences how to access a survey, can be displayed or handed out in areas with high footfall, or spaces with captive audiences. To ensure a higher level of response, staff and volunteers can facilitate this methodology by explaining the research and how to access the survey, whilst still observing social distancing and keeping interaction to a minimum.

There are many websites available to convert survey links to a QR code for free, such as this [one from Snap Surveys](#). It is also recommended that a shortened web address is used, rather than the 57 character one supplied by TAA. There are many websites that provide this service for free, such as [Bitly](#).

To request this method, please select 'On-site E-survey through own device' from our list of methodology choices in our [Audience Finder survey set up request form](#) to ensure that the survey is worded in the correct format i.e. in present rather than past tense.

Welcome to Anytown Museum! Share your thoughts on your experience today.

Either visit: <https://bit.ly/2YN9t3w>

OR

Use your smartphone camera to scan the QR code below. This will direct you to our survey



Face-to-face data collection

Face-to-face data collection while observing social distancing is possible but is best suited to a brief interaction. If an organisation does choose to continue using this method it is recommended that the survey is kept very short and only includes the [core questions](#). Data collection from visitors queuing presents an opportunity to approach a ‘captive’ audience but is not recommended for a number of reasons, such as respondent privacy when answering sensitive questions, the respondent not yet having engaged with your offer (if queuing for entry), and the potential impact on participants and interviewers verbal communication in a busy area.

Before any face to face data collection activities are undertaken, it is recommended that the following measures are put in place:

- Make Personal Protective Equipment (PPE) available to staff, such as face covers and gloves, as well as hand sanitiser for personal use and for cleaning data collection tools e.g. tablets
- Staff/Volunteers must be trained on how to undertake fieldwork in post-lockdown conditions, including training on:
 - Safe working requirements and use of PPE

- When and where to safely conduct data collection and circumstances to avoid
- Appropriate handling, cleaning and transfer of data collection tools e.g. tablets, showcards, stimulus materials
- Responding appropriately to any participant concerns about undertaking face to face data collection during post-lockdown
- Determining location of data collection and ensuring safe distancing floor markings are clearly visible to interviewer and interviewee. It is important to think about background noise and the impact of face coverings on audibility.
- Means of self-completion are available for respondents that would like to fill out a questionnaire but feel uncomfortable with the process being interviewer led. Such as QR code linked surveys or printed questionnaires. See on-site survey (self-completion survey through own device) section above for more information.

TAA have provided the advice in this document to aid data collection planning and decision making, but it is important that organisations consider the latest government legislation, organisational and staff safety policies and wider data collection documentation, such as the comprehensive Market Research Societies [Post Covid-19 Lockdown Guidance](#), to ensure data collection is carried out safely and effectively.

FAQs

I currently have a live survey that I was using to collect data prior to lockdown, can I extend my data collection period?

We'd recommend that you set up a new survey for 20/21 as this gives you the opportunity to revisit the question themes you've previously requested, and ensure the survey is giving you all the relevant information you need. For example, you may wish to include the new Covid-19 Audience Finder question theme. Additionally, having a new 20/21 survey would enable you to directly compare you pre and post Covid-19 lockdown audience and clearly see who is returning to your venue/events.

If you've set up a 20/21 survey with our team during lockdown, in preparation for re-opening, but haven't yet used it for collecting data, continue to use this survey but please let us know when you are starting data collection, and the Audience Finder team will adjust your data collection period dates accordingly.

I have a face-to-face survey already set up, can I switch to a new method for free?

Audience Finder only offers one free methodology for data collection at any one time. If your previous survey used prior to lockdown is closed (as recommended above) and a new 20/21 survey set up, you will be able to request it be set up as an e-survey without the additional cost of £250 plus VAT. If you wish to run a face to face and e-survey simultaneously, a charge for the additional survey will be levied.

Can I switch back to a face to face survey once restrictions are lifted?

An organisation could request an additional survey part way through their data collection year, but they will be charged the fee of £250 plus VAT for this set up.

How do I get a short URL or QR code to link to my on-site e-survey?

There are many free services online that will enable you to shorten the on-site e-survey link that TAA provides you ([Bitly](#)) or convert it to a QR code ([Snap Surveys](#)). To request an on-site e-survey, please select 'Onsite e-survey' from our list of methodology choices in our [Audience Finder survey set up request form](#) to ensure that the survey is worded in the correct format i.e. in present rather than past tense.

Can I have multiple data collection methodologies

An organisation can request multiple data collection methodologies, however there is a fee of £250 plus VAT for each additional survey.

What are the targets for data collection in 2020/21?

We recognise that venues have been closed for a significantly long time, and once re-opened face considerable challenges to operate safely and effectively post lockdown, therefore data collection targets will be compromised.

Arts Council England have relaxed their NPO funding requirements for 19/20 and 20/21, meaning that end of year Audience Report submissions are not mandatory for NPOs and data collection targets do not have to be met.

However, The Audience Agency still recommends that organisations aim to collect 380 responses during the 12 months of data collection period, to ensure a robust sample that can be relied upon to represent your audience. It is more important than ever to ensure arts and cultural organisations have the right tools and resources available to demonstrate value and impact through data and insight.

My venue is still not open, can I collect data on my digital audiences?

Yes you can! The Audience Agency has launched a free Digital Audience Survey. This survey is designed specifically to help organisations understand their online audiences – who they are, their motivations and behaviours. Find out more [here](#).

NHS Track and Trace – Collection of audience data and compliance with Data Protection regulation

The opening up of the economy following the COVID-19 outbreak is being supported by NHS Test and Trace. Organisations have been asked to support this service by keeping a temporary record of visitor details for 21 days, and assist NHS Test and Trace with requests for that data in the event of a local COVID-19 cluster or outbreak. Many organisations already take bookings and have systems in place for recording visitor details. The Department for Digital, Culture, Media and Sport is due to release good practice guidelines to help arts and cultural organisations safely reopen, developed in collaboration with sector stakeholders.

The Audience Agency has set out the following guidance to help organisations comply with the requirements of data protection regulation, particularly those that are collecting and storing personal visitor data for the first time.

This document forms a suggested approach to addressing personal data collection in compliance with data protection regulations. It provides only an overview of the key considerations, and if guidance is being sought for the creation of an organisational personal data management framework, please visit The Audience Agency [website](#) to access more detailed resources.

There are 5 key considerations when planning a framework for working towards and maintaining compliance with data protection regulations.

- **Collect only the minimum amount of data required**

The data collected should be limited to the purposes for which it is intended. In the case of NHS Track and Trace, all that is required is the name of the customer, date of visit and contact details, such as email or phone.

- **Be transparent**

Tell customers why you are collecting their details, what you will do with the information and how you will store and process individuals' data. If it collected is for multiple purposes, these must all be stated separately so that the customer can choose which options they wish to give consent for.

- **Only keep the data for as long as its required.**

The UK government guidance states that businesses collecting contact details NHS Test and Trace should only retain these records for 21 days, in a way that is manageable for their business, and assist NHS Test and Trace with requests for that data if required. If the data has

been collected solely for this purpose and no other uses have been agreed to by the customer, it should be deleted and cannot be used for other purposes.

- **Store and delete data securely**

Data should be stored and deleted securely. If this information is kept electronically, steps should be taken to restrict and protect access to the data to those people for whom it is necessary to perform the processing - such as measures like security software and firewalls, encryption, the use of secure Virtual Private Networks (VPN) and log-in restricted access. If paper forms are used to collect this data, they should be disposed of correctly.

- **Limit the use of the data and keep the collection process simple**

When data is collected for NHS Test and Trace, it cannot be opportunistically used for marketing or research purposes, unless appropriate consent is obtained. The collection process should be made as clear and simple as possible. For example.

We would like to retain your details so that we can contact you for:

- *NHS Test and Trace purposes to assist the NHS with requests for data in the event of a local COVID-19 outbreak y/n*

(please note your details will be deleted after 21 days, unless you have agreed to contact for additional purposes)

- *Marketing purposes, i.e. to keep you up to date about upcoming events - y/n*
- *To send you a survey about your experience today - y/n*
- *etc. other purposes, e.g. fundraising - y/n*

Please let us know how you would like to be contacted:

- *email - y/n*
- *SMS - y/n*
- *phone - y/n*
- *etc. - y/n*