

Privacy Notice for the Sector Stakeholders of the Housing Helper Project

1. Introduction

The Centre for Homelessness Impact (CHI), Southwark Council, Change Please and King's College London (KCL) ("we", "us", "our") are working together to understand the impact an AI advice giving tool could have on the volume of homelessness duties owed by Southwark Council within the period of a year. Together we are known as the data controller.

The project is being funded by the Cabinet Office's Evaluation Accelerator Fund which is designed to support evaluation across government to transform understanding of the impact of activity in priority policy areas such as homelessness.

Housing Helper is a web-based tool designed to support people at risk of homelessness before a crisis occurs. It uses AI, to provide tailored advice based on materials from Shelter, Citizens Advice, GOV.UK, Law Works, Legislation.gov.uk, and the council's own housing pages.

Housing Helper offers personalised support through interactive checklists, decision trees, and direct referrals to local housing teams for high-risk cases. It can generate custom letters (e.g. to landlords or bailiffs) and provides flexible, multilingual, and out-of-hours support.

The project findings will be written into a final report. The report will not contain anyone's names. All the information used in the project is confidential and your personal data cannot be used for anything else.

The rest of this document explains everything you need to know about how your personal data will be used if you decide to take part. You can always ask your case worker or email dpo@homelessnessimpact.org if you have any questions.

2. What personal data will we collect and how?

The personal data listed will be collected by the King's College London researchers which, apart from any interview answers, may originate from any of the partners working together on this project or any other professionals working the sector who feel you would be a good person to speak to about this project:

- Name; Email Address; Telephone Number;
- Any information volunteered in an interview and any relevant communications we may have with you.

3. How we will use your personal data

The table below is an outline of all uses of your personal data and the basis in law for our use of your personal data.

Purpose	Lawful Basis
To evaluate if there is a correlation between providing low income families in the Southwark Council area easier access to information about homelessness prevention via an AI tool	The lawful basis we will be relying on is for a task in the public interest, also

(Housing Helper), and a reduction in the number of homelessness applications received by Southwark Council and write an outcome report.	known as 'Public Task' (UK GDPR Article 6.1 (e)).
For us to contact you to ask if you would like to participate in an interview for the project. We will also collect your permission for participation.	
To conduct an interview with you and to contact you with any follow up queries or questions relevant to the Project or the interview.	
To make confidential contact with you where you have indicated interest in being contacted about the research area or to participate in any future research projects associated with this area of research (you are able to opt out at any time and are under no obligation to participate in any subsequent research projects). We will ask for permission from you in the consent form for this.	<p>The lawful basis KCL will be relying on is that the processing is necessary for a task in the public interest, also known as 'Public Task' (UK GDPR Article 6.1 (e)).</p> <p>The lawful basis CHI will be relying on is the legitimate interest of the Data Controller (UK GDPR Article 6.1 (f)).</p>
To help protect an individual from neglect or physical, mental or emotional harm, or protect the physical, mental or emotional well-being of an individual.	<p>The lawful basis we will be relying on is that the processing is necessary for a task in the public interest, also known as 'Public Task' (UK GDPR Article 6.1 (e)).</p> <p>Special categories of personal data used for the purpose of Substantial Public Interest (Preventing or detecting unlawful acts; Protecting the public; Regulatory requirements) under UK GDPR Article 9.2(g).</p>
To identify personal data and take relevant action upon submission of a data subject rights request.	Processing is necessary for compliance with a legal obligation to which the controller is subject under UK GDPR Article 6.1(c).
To be able to assess any impact on individuals of a data breach.	The legal obligation is the separate obligation under the UK GDPR to comply with the exercise by a data subject of their rights and the separate obligation on a controller to Process Personal Data in a manner that ensures appropriate security, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational

	<p>measures .</p> <p>Special categories of personal data used for the purpose of Substantial Public Interest (Preventing or detecting unlawful acts; Protecting the public; Regulatory requirements) under UK GDPR Article 9.2(g).</p>
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4. Sharing your data

To manage your personal data we will hold your personal data in email and digital computer storage systems which are secure and configured to protect your personal data and control who has access to them. Digital storage locations include the EU although your personal data is only accessed from within the UK.

There may be scenarios where we are subject to a legal obligation to disclose or share your personal data, such as with law enforcement agencies, regulatory bodies or public authorities in order to safeguard you or someone else or to prevent or detect crime. We will only ever disclose your personal data to these third parties to the extent we are required to do so by law.

The only other time we may share your personal data is if the project is taken over by another organisation or one of the organisations involved merges or is acquired with the other organisation. This is unlikely to happen although on occasion this can happen for projects like this. All data would be encrypted for any secure sharing that may take place.

5. How long will we keep your data?

We will never reuse or retain your data unless there is a legal reason for us to do so and we never sell your data. Personal data collected as part of this project will be anonymised or deleted 6 months after the end of the project unless we have gained your permission to be quoted in the outcome report.

6. How will we protect your data?

We use secure IT systems, staff training, and contracts to make sure your data is protected at all times. We review the systems often.

We store all information on very secure computers and only the people working on the project have access to them. We use passwords, encryption, secure storage and access services and secure digital connections such as virtual private networks to protect your data throughout the project. There will be no automatic decisions made using your personal data.

7. Your rights and options

This is a list of your data protection rights.

- You can see your personal data and can request copies of it and details about how we use it.
- You can ask us to fix or change your personal data if it is wrong or incomplete
- You can to take back your consent for use to use your personal data at any time

- You can say no to us using your personal information if we use it for our own purposes

Additionally:

- We never use your personal data for marketing.
- You can ask us to limit how we use your personal data if:
 - it is not correct,
 - it has been used against the law but you do not want us to delete it,
 - we do not need it anymore, but you want us to keep it for legal reasons
 - if you have already asked us to stop using it but you are waiting for us to confirm.
- In some circumstances you can ask us to delete your personal data and request a copy in a format that can be used by other services.
- You have the right not to have decisions made about you by a computer, if those decisions significantly affect you (e.g. legally).

You will not have to pay a fee to access your personal data (or to use any of the other rights). However, we might charge a fee if your request is unreasonable or too much. Also, we may refuse to comply with the request in such circumstances. To do any of these things, please contact us at dpo@homelessnessimpact.org

8. How to Complain

If you are not happy with the way your data is being handled, we ask that you allow us to respond to your complaint before contacting the regulator.

If you are not satisfied with how we have handled your complaint you can complain to the Information Commissioner's Office. This is their information:

Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://ico.org.uk/concerns/>.

9. Contact us

If you have any questions about the uses of your personal data by any organisation mentioned in this notice, or wish to use any of your rights, then you can contact:

Organisation: Centre for Homelessness Impact

Address: 58 Victoria Embankment, London, England, EC4Y 0DS

Email: dpo@homelessnessimpact.org

10. Changes to this privacy notice

We may update this document. We will tell you about the changes if necessary. Last modified: December 2025