

Companion Animal Welfare Journey

Participant Privacy Notice

Last updated: September 2026

Who we are

The **Pet & Equine Insurance Association (PEIA)** and **Insight Change Ltd** are working together to carry out qualitative research as part of PEIA's **Companion Animal Welfare Journey (CAWJ)**.

The research looks at the experiences, decisions, information, services and interactions that can affect animal welfare and access to veterinary care throughout an animal's life, including the role pet insurance can play in helping people access and pay for that care.

For the personal information used in this research, **PEIA and Insight Change Ltd act as joint data controllers** under UK data protection law.

PEIA commissions and provides the overall strategic direction for the research and determines how the findings contribute to the Companion Animal Welfare Journey, Pet Pledge and related PEIA work.

Insight Change Ltd, led by **Dr Abbey Atkinson, Research Lead**, leads the qualitative research methodology, develops the interview process and research materials, conducts interviews, manages the underlying interview information and carries out qualitative analysis.

Insight Change Ltd is the **primary contact for participants** in relation to participation in the research and the use of their interview data. You can, however, exercise your data protection rights against either organisation.

Joint controllers

Pet & Equine Insurance Association Ltd

Company number: 16176404
27 Old Gloucester Street
London
WC1N 3AX

Email: contactus@peia.co.uk

Insight Change Ltd

Company number: 15650126
90 Regent Street
Waddington
Clitheroe
England
BB7 3JA

Research Lead: **Dr Abbey Atkinson**

Email: abbey.atkinson@insightchange.co.uk

What information we may collect

If you express an interest in taking part or participate in an interview, we may collect:

- your name and contact details;
- information relevant to selecting and arranging research participants;
- information you provide about your animal and your experiences of veterinary care, pet insurance and paying for care;
- information about decisions you have made and the circumstances surrounding them;
- interview notes;
- an audio or video recording of your interview, where recording is used and you have agreed to this;
- a transcript of your interview; and
- your preferences about whether your contribution is anonymous or attributed.

We don't need information that isn't relevant to the research and ask participants not to disclose unnecessary personal information about themselves or other people.

During an interview, you may choose to tell us sensitive information about yourself, such as information about your health or disability. We won't ask for this unless it is relevant to the research.

Where it is necessary for PEIA or Insight Change Ltd to retain **special category personal information** that you have chosen to provide, we will ask for your explicit consent to process it for the purposes of the research.

Why we use your information

We use personal information to:

- identify and organise appropriate research participants;
- contact you about your participation;
- conduct and document research interviews;
- understand different experiences across the companion animal journey;
- identify themes, patterns, areas that work well, barriers and areas requiring further investigation;
- develop and validate the Companion Animal Welfare Journey;
- inform PEIA's Pet Pledge and related research, evidence and policy work; and
- produce research findings, reports, presentations, stakeholder discussions and other related outputs.

The research is intended to improve understanding of animal welfare and access to veterinary care, including how pet insurance can better support access to care.

Your information won't be used to make decisions about your insurance, veterinary care or any other service you receive.

Taking part won't result in you being added to PEIA marketing or membership mailing lists.

Our lawful basis

For most personal information used in this research, PEIA and Insight Change Ltd rely on **legitimate interests** under UK data protection law.

Our legitimate interests are carrying out research to improve understanding of the companion animal journey, barriers to accessing veterinary care and the role that sustainable and trusted pet insurance can play in supporting access to care.

We have considered the interests and rights of participants and take steps to minimise the personal information collected and protect participants' confidentiality.

Where it is necessary to retain **special category personal information** that you have voluntarily provided, we will rely on your **explicit consent** for that processing.

Your agreement to **take part in the research** is separate from the lawful basis used to process personal information. Participation is entirely voluntary.

Recording interviews

Insight Change Ltd may ask to record your interview to allow an accurate transcript to be prepared and analysed.

Your interview won't be recorded without you being told and agreeing to this first.

Further information about recording will be provided before the interview.

Who will see your information

Insight Change Ltd will normally retain and manage the underlying interview material, including recordings, transcripts and associated participant information.

Access will be limited to people who need the information to carry out the research.

PEIA and the wider CAWJ project team will principally receive:

- analysed research findings;
- themes and patterns;
- anonymised or appropriately attributed quotations; and
- agreed research outputs.

Raw recordings and full transcripts aren't treated as general CAWJ project material.

They will only be shared with PEIA where there is a legitimate and necessary research purpose, where this is consistent with the information provided to you and where appropriate safeguards are in place.

PEIA members, insurers, veterinary practices, welfare organisations, research sponsors and other project partners won't normally receive identifiable individual interview material.

They may receive anonymised or aggregated research findings.

Service providers may sometimes be used to support functions such as secure storage, online meetings or transcription. Where personal information is processed by a service provider, appropriate data protection arrangements will be put in place.

Confidentiality and attribution

You will be given a choice about whether your contribution is **anonymous or attributed**, as explained in the Participant Information Sheet and Consent Form.

PEIA and Insight Change Ltd will respect the choice you make.

Where your contribution is anonymous, reasonable steps will be taken to remove or generalise identifying information when analysing and reporting the research.

Where you agree that your organisation may be identified, this means your organisational affiliation may be stated. It doesn't mean that you are speaking on behalf of that organisation unless this has specifically been agreed.

If an anonymised quotation or experience is particularly distinctive, it may still be possible for someone already familiar with the circumstances to recognise it. We will consider this carefully when deciding whether material is suitable for use.

Neither PEIA nor Insight Change Ltd will knowingly publish identifiable participant information beyond the attribution choice you have made.

Information about other people

You may mention another person during an interview.

Where reasonably practicable, Insight Change Ltd will remove or generalise unnecessary identifying information about third parties during transcription, analysis or reporting.

Individual participant experiences won't be presented as verified factual findings about another person or organisation unless there is an appropriate evidential basis for doing so.

How long we keep your information

Insight Change Ltd may retain identifiable research information, including interview recordings, transcripts and associated participant information, for **up to three years from the date of your interview**.

This reflects the longer-term nature of the Companion Animal Welfare Journey research and allows findings to be reviewed and compared across successive research cycles.

The need to retain identifiable information will be reviewed periodically. Where identifiable information is no longer required, it may be securely deleted or anonymised earlier.

At the end of the three-year period, identifiable recordings, transcripts and associated participant information will be securely deleted or anonymised unless there is a clear and documented reason for retaining particular information for longer.

Anonymised research findings, aggregated analysis and information that no longer identifies individual participants may be retained by PEIA as part of the longer-term Companion Animal Welfare Journey evidence base.

Withdrawing from the research

Taking part is voluntary.

You can:

- decide not to answer a question;
- ask to take a break;
- stop an interview at any time; or
- contact Insight Change Ltd if you no longer want your identifiable research contribution to be used.

Where information has already been fully anonymised and can no longer be linked back to you, it may no longer be possible to identify and remove your individual contribution.

If you have given explicit consent for the processing of special category personal information, you can withdraw that consent at any time.

Further information about withdrawing from the research will be included in the Participant Information Sheet.

International data processing

Some technology or service providers used to support the research may process information outside the UK.

Where this happens, PEIA and/or Insight Change Ltd will ensure that appropriate safeguards required by UK data protection law are in place.

You can contact Insight Change Ltd if you would like further information about the safeguards applying to your information.

Your data protection rights

Depending on the circumstances, you may have the right to:

- ask for a copy of personal information held about you;
- ask for inaccurate information to be corrected;
- ask for your personal information to be deleted;
- ask for the use of your personal information to be restricted; and
- object to the way your personal information is being used.

Some rights aren't absolute and may depend on the circumstances and applicable data protection law.

Because legitimate interests are relied on for much of this research, you have the **right to object** to the processing of your personal information.

Insight Change Ltd is the primary contact for participant data protection requests:

Dr Abbey Atkinson

Research Lead

abbey.atkinson@insightchange.co.uk

You can also contact PEIA at contactus@peia.co.uk.

You retain the right to exercise your data protection rights against either joint controller.

Automated decision-making

Information collected through this research won't be used to make automated decisions about you or to profile you for marketing, insurance or other commercial purposes.

If you have concerns

If you have a question or concern about your participation or the use of your interview information, please contact:

Dr Abbey Atkinson

Research Lead

Insight Change Ltd

abbey.atkinson@insightchange.co.uk

You can also contact:

Pet & Equine Insurance Association Ltd

27 Old Gloucester Street

London

WC1N 3AX

Email: contactus@peia.co.uk

If you remain unhappy about how your personal information has been handled, you have the right to complain to the **Information Commissioner's Office (ICO)**:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Telephone: **0303 123 1113**

Further information

This notice applies specifically to people taking part in the **Companion Animal Welfare Journey qualitative interview research**.

If you're selected to take part in an interview, we'll send you the CAWJ Participant Information Sheet and Consent Form before your interview. These provide further information about what taking part involves and the choices available to you.