

Legitimate Interests Assessment (LIA)

Controller: Rice Retail Marketing Ltd

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1. Purpose of Processing

We collect and process personal information from project participants to:

- Communicate during project delivery.
- Notify individuals of key dates/events.
- Use aggregated, anonymised insights to support reports, research publications, or influence policy in relevant sectors (e.g. retail, food standards, public health).

2. Necessity Test

Processing is necessary to achieve these aims, as we require participant input and contact information. Alternative methods (e.g., non-personal data) would not provide the needed insight or engagement level.

3. Balancing Test

- The data is low-risk and non-sensitive (e.g., name and contact info only).
- Individuals are informed and can opt out at any time.
- Data is not sold or used for unrelated marketing.
- We aggregate or anonymise data used for public/policy-facing work.
- Data subjects would reasonably expect such use given the context of the project.

Conclusion: Legitimate interests are a suitable basis for this processing.