



Maryhill  
Living

# Why we are collecting your equalities data



**We recognise that Maryhill is a diverse community. As a provider of housing in the area, we realise that our customers will have a wide range of needs and experiences.**

We want to design our services with these differences in mind and that is why we need to know a bit more about you. This will help us ensure that the services we provide work for everyone in the community.



**Because your tenancy services are provided on our behalf by Maryhill Housing Association, a registered housing provider regulated by the Scottish Housing Regulator, we are asking you to provide equalities data to help us improve the service we provide to you.**

This means we ask about: age; disability; gender reassignment; pregnancy and maternity; race; religion or belief; sex, and sexual orientation.

### **Haven't I already provided you with this information?**

Some of the information we will collect, maintain and store is anonymous and cannot be used to identify you. This means that every so often, we will have to ask you again for this data.

We may already hold some of the information requested on your customer record. For example, details of a disability that may be used to find a suitable home to meet a customer's needs.

Having an anonymous database of our customers' equality data will allow us to better understand them and improve our services with their needs in mind.



## Isn't this information private?

Please be assured that your information is anonymous and secure. We are required to follow strict data protection laws and to deal with your details responsibly.

We will:

- Process your data confidentially while only giving access to members of staff that require it.
- Retain your information only for as long as is as necessary.
- Share your data only as is lawfully permitted.
- Destroy this data securely when we no longer require it.

## How will my information be used?

When we are introducing or reviewing a policy or service that affects you, we'll use your information to determine whether an Equality Impact Assessment is required. If required, we'll use this data on each of the protected characteristics to help us assess the potential impact on each group. This allows us to put plans in place to prevent any negative impacts and ensure a more positive outcome.

## Do you also ask your staff for this information?

Yes. We already collect this information from our staff, Board members and applicants.

# What do I need to do?

**Please complete the equalities information section of our Customer Satisfaction Survey.**

If you have provided us with your email address, Knowledge Partnership will also email you a copy of the questionnaire, and you can complete whichever version you prefer.

If you have any further questions about why we are collecting equalities information, please contact us on **0141 946 2466** or **[enquiries@maryhill.org.uk](mailto:enquiries@maryhill.org.uk)**

If you have a question about the survey questionnaire, please contact Knowledge Partnership on **0131 356 0385** or email **[surveys@kpartners.co.uk](mailto:surveys@kpartners.co.uk)**



## **We speak our customers' language**

If you would like to request a translated copy of this leaflet, please ask a member of staff, call **0141 946 2466** or email **[corporatesupport@maryhill.org.uk](mailto:corporatesupport@maryhill.org.uk)**