

## Customer Profiling Information Sheet

PHA is committed to continuously improving the services provided. We collect information from our customers so that we can make sure that our services meet their needs.

We have recently re-designed the customer profiling form and have sent it out to all of our residents in Cornwall. It will also be given to all new tenants.

The PHA Contact Centre phone number has been put on the form as a point of contact.

If residents do not return forms, we are using a research company called Synergy to phone customers to follow up the surveys, either as a reminder, or to complete the form over the phone.

**It is important to note that customers do not have to answer any of the questions if they don't want to.**

All information is treated in strict confidence, stored securely and in accordance with the Data Protection Act.

All returned forms (even incomplete forms) will be entered into a prize draw with a chance of choosing one of the following: a flat screen TV, a laptop computer, a games console or some shopping vouchers; all with a value of around £300.

There will be a prize for a PHA and a DCHA resident in Cornwall. The winners of the draw will be notified at the end of March 2010.

Those residents who choose to complete their forms over the phone will be entered into a prize draw, with prizes to the value of £50.

The information collected from the profile form helps us to:

- See who is using our services and how satisfied they are with them
- Consider ways of reaching under represented groups and make sure our service meets their needs
- Improve the relevance of our service - for example, if a customer tells us that they want information in large print, where possible we'll try and send them the information in this format in the future.

***Why are we asking questions about Customers Ethnic background, Religion, Sexuality, Disabilities, Gender and Age?***

**Ethnic Background**

We will use the information you give us to make sure we are not discriminating against anyone because of their race or ethnic background. We will also monitor complaints and anti-social behaviour cases to make sure our customers are not treated differently because of their race or ethnic background. We want to make sure we allocate our properties fairly and provide a consistently good service to all of our customers.

**Religion**

We want to make sure we are not discriminating against any of our customers because of their religion or belief. As well as this, by becoming more aware of our residents' religions and beliefs, we can make sure we take account of cultural beliefs and religious holidays in the services we provide.

**Sexuality**

We will use the information you give us to make sure we do not discriminate against any of our customers because of their sexuality. We will monitor complaints and anti-social behaviour cases to make sure our customers are not treated differently based on their sexuality.

**Disabilities**

So we can try to deal with the barriers people face who have disabilities or long-term illnesses, and to meet our responsibilities under the Disability Discrimination Acts 1995 and 2005, we need to work out how many of our residents have a disability or long-term illness. We can then make sure all customers have equal access to our services.

**Gender & Age**

“Household” includes anyone who lives in the property, such as parents, children, other family members.

We would like to know who lives in the customer's home so that we can look at whether the property meets their needs. For example, if the house is too big and the customer would like to move somewhere smaller, we may be able to help them do this.

We ask for dates of birth of all people in the household so that we can keep our information on our customers' ages up to date. We will use this information to make sure that our services are appropriate for our customers. For example, if we find that a lot of our customers are over 55, we may be able to provide advice on sheltered housing (this is only for people aged 55 and over). Or, if we find that there are large numbers of children and young people in your area, we may be able to give you advice on local childrens' activities and youth services.