A picture containing outdoor, ship, people, watercraft

Description automatically generated

Yorkshire Water- Affordability Study

Financial Support Scheme Survey: Invitation email text from Qa Research

**SUBJECT HEADER: Your feedback counts**

Dear **<INSERT NAME FROM CONTACT DATABASE>**

Qa Research have been commissioned by Yorkshire Water to carry out this survey on their behalf and to contact customers like you to invite them to take part.

This survey is about the support that Yorkshire Water provides to customers through its financial support schemes. Yorkshire Water has told us that your household receives support through one of these schemes and we would like to ask for your views on the support you receive.

Anyone who completes the survey will be entered into a prize draw where **you could win a cash prize of £500**.

It is an opportunity to express your views and experiences about the support you receive, and how this could be improved or adapted. The findings will help Yorkshire Water improve its support to customers throughout the region.

It’s important to note that participating in this research will not affect your own eligibility for support and all answers will be treated as anonymous and confidential.

To take part, simply click on the link below and complete the survey online – it should take around 20 minutes;

**<INSERT UNIQUE SURVEY LINK>**

Please complete the survey by **<Monday 22nd May>**.

Qa Research Ltd is an independent research company and this survey is being carried out according to the Market Research Society’s Code of Conduct. All your answers and information you provide will be treated as anonymous and confidential in accordance with the Data Protection Act and GDPR legislation. You can read more about how your Personal Data is protected here <https://www.qaresearch.co.uk/privacy/>. For information about how your personal data is used by Yorkshire Water, please see their privacy notice available at [www.yorkshirewater.com/about-us/our-policies/privacy-policy/](http://www.yorkshirewater.com/about-us/our-policies/privacy-policy/) or call them on 0303 123 1113.

If you’d like to contact us about this survey, you can email [YWSurvey@Qaresearch.co.uk](mailto:YWSurvey@Qaresearch.co.uk)

Thank you for your time.