

## **WATFORD BOROUGH COUNCIL:**

### **Strategy and Communications Privacy notice**

**This privacy notice is provided for clarification on what information the council needs in order to carry out the functions of the Strategy and Communications service**

It is necessary for the council to gather, collect, store and process personal information relating to this service area and the council puts measures in place to protect the privacy of individuals throughout this process.

This privacy notice describes how we collect and use personal information about you for the purposes of:

- communication, consultation, engagement, marketing and promoting both Watford Borough Council and the borough. In addition, it outlines how we use information for purposes of economic development and equalities monitoring.
- events, including our Big Events programme
- engagement and communication with the Elected Mayor and the Elected Mayor's office

### **Data Privacy Notice Under GDPR**

#### **The identity and contact details of the company**

This Privacy Notice has been provided by Watford Borough Council, Strategy and Communications services who is the Data Controller

#### **Who we are?**

Watford Borough Council ('we' or 'us') are a 'data controller' for the purpose of the General Data Protection Regulations, (i.e. we are responsible for, and control the processing of, your personal information).

This notice explains why we ask for your personal information, how that information will be used and how you can access your records.

#### **What is the lawful basis for processing the information?**

According to the General Data Protection Regulations (GDPR) and the Data Protection Act 1998, we must have a reason to collect and use your information.

This will be to:-

- deliver services and support you

- enable us to manage the services we provide
- train and manage our workers who deliver those services
- investigate any worries or complaints you may have about our goods or services
- check the quality of our goods and services
- Help with research and planning of new services.

There are a number of legal reasons why we need to collect and use your personal information.

For this service:

- Contract: you have entered into a contract with us
- Public task: the processing is necessary for us to perform a task in the public interest or for our official functions, and the task or function has a clear basis in law

### **How do we collect information from you?**

We collect information from you when you visit [www.watford.gov.uk](http://www.watford.gov.uk) also when you contact us in writing, speak to us on the phone, by email or any other type of electronic communication (such as completing an online survey), or talk to us face to face. As communications, we also include images of you where you are recognisable and, therefore, the image is data that is personal to you.

### **What type of information is collected from you?**

We collect different categories of information about you, depending on the service you want from us and/or the reason why we need to process information relating to you. This could be personal information (for example your name and address), or other more sensitive data that we would only collect and use in very particular circumstances that are set out in law. Information we may collect includes: name, email addresses, mobile / telephone numbers

### **How is your information used?**

Where we have your consent we may use your information to:

- send you communications which you have requested and that may be of interest. This may include information on council news, events and promotions
- notify you of changes to our service offerings
- deal with entries into a competition
- seek your views or comments on the services we provide through surveys and engagement
- advise you of business related opportunities or information
- fulfil our legal duties under the Equality Act 2010

You can also update how often you receive these communications or unsubscribe completely, at any time by contacting us on [communications@watford.gov.uk](mailto:communications@watford.gov.uk)

We are not permitted to collect information we do not need or will not use.

If we don't need your personal information we will either keep your details anonymous, if we already have it for another service or we won't ask you for it. If we use your personal information for research or analysis, we will always keep your details anonymous or use a fake name.

This document covers information you have provided direct to the council and information which has been shared with us by other organisations.

### **Research & Statistics**

Anonymised & Pseudonymised data may be used for research and statistical purposes. Any data collected may be used for research and statistical purposes that are relevant and compatible with the purpose that the data was collected for.

### **Who we may share your information with?**

We may share your information with the following third parties for the reasons detailed;

Provide details of any third parties that you share data with

- Mailchimp – we use Mailchimp to send our newsletters and e-shots. The email address you provided when you signed up to receive these emails is held on servers within Europe. Your email address will only be used to send you communications relating to Watford Borough Council. You can view Mailchimps privacy policy on their [website](#).
- Surveymonkey – we use Surveymonkey to undertake online consultations. You may be asked for your contact information as part of an online consultation. You can view Surveymonkey privacy policy on their [website](#).

We may also share data with other council services.

We will not sell or rent your information to third parties. We will not share your information with third parties for marketing purposes. Where the council engages third parties to process personal data on its behalf, they do so on the basis of written instructions, are under a duty of confidentiality, and are obliged to implement appropriate technical and organisational measures to ensure the security of data.

Watford Borough Council may also share personal information with the police and other local authorities under Article 23 of the General Data Protection Regulations in order to prevent or detect crime.

## Data Transfer

The Council will not transfer your information to countries outside the European Economic Area (EEA) unless this is necessary, and only to countries which have sufficient safeguards in place to protect information.

## How long do we store it and is it secure?

We will only keep your information for the minimum period necessary. The information outlined in this privacy notice will be kept after all action on your claim has finished and the period required by the council for legal and audit purposes has passed. All information will be held securely and destroyed under confidential conditions. A copy of this Council's retention policy is available [here](#).

## What rights do you have?

Your duty to inform us of changes it is important that the personal information we hold about you is accurate and current. Please keep us informed if your personal information changes.

Your rights in connection with personal information under certain circumstances, by law you have the right to:

- **Request access** to your personal information (commonly known as a "data subject access request"). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- **Request correction** of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- **Request erasure** of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below).
- **Request the restriction** of processing of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.

If you want to review, verify, correct or request erasure of your personal information, object to the processing of your personal information, or request that we transfer a copy of your personal information to another party, please contact the Data Protection Officer in writing.

## Keeping your data up to date

We want to ensure any information we hold is accurate. You can help us by promptly informing us of any changes to the information we hold about you.

## **Under 13s**

If you are accessing online services and are under the age of 13, please get your parent/guardian's permission beforehand whenever you provide us with personal information.

## **Cookies**

### **What are Cookies and why are they used?**

Cookies are small text files which identify your computer to our servers. They are used to improve the user experience, for more information please click [here](#).

## **DATA PROTECTION OFFICER**

The Council's Data Protection Officer (DPO) is responsible for overseeing compliance with this privacy notice. If you wish to contact Watford Borough Council's Data controller regarding your personal data and any other concerns you may have regarding its processing you can do so by contacting our Data Protection Officer (see below for contact details)

Contact details of the Data Protection Officer:

Data Protection Officer (DPO)

Legal Services, Resources

Hertfordshire County Council

County Hall, Pegs Lane, Hertford, SG13 8DE

Postal Point: CHO150

Email: [watfordDP@hertfordshire.gov.uk](mailto:watfordDP@hertfordshire.gov.uk)

Tel: 01992 588099

If you are unhappy with how the data controller has processed your data, or if you feel they have acted in a way that has breached your data protection rights you have the right to complain to the information commissioner's office

The Information Commissioner's Office,

Wycliffe House, Water Lane,

Wilmslow,

Cheshire,

SK9 5AF,

Tel: 01625 545745

Or you can visit their website at [www.ico.org.uk](http://www.ico.org.uk)

### **Changes to our privacy policy**

Any changes we may make to our Privacy Notice in the future will be posted on this page. This notice was updated in September 2021.