

Privacy Notice – Watford Market

Who is the Data Controller for the information I provide?

Watford Borough Council (WBC) is a “Data Controller”. This means that we are responsible for deciding how we hold and use personal information about you. We are required under data protection legislation to notify you of the information contained in this privacy notice. It is important that you read this notice, together with any other privacy notice we may provide on specific occasions when we are collecting or processing personal information about you, so that you are aware of how and why we are using such information.

Why we are collecting your data?

We are collecting data based upon the following reasons:

- The person/business is a market stall holder/trader at Watford market
- A customer, resident, or visitor has made a complaint/comment about the market management company, WBC or a specific market trader
- Internal use by WBC departments and WBC agents e.g. Environmental Health and Licencing
- External use by Central Government departments and other agencies e.g. Cabinet Office

We need your personal information to ensure the safety and protection of customers, and to administer the market trader licenses. We may also use your information to contact you about your stall or future markets that might be relevant to you.

Information about license holders may also be used for the prevention and detection of crime.

If you fail to provide certain information when requested, we may not be able to perform the contract we have entered into with you.

DATA PROTECTION PRINCIPLES

We will comply with data protection legislation. This says that the personal information we hold about you must be:

1. Used lawfully, fairly and in a transparent way.
2. Collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes.
3. Relevant to the purposes we have told you about and limited only to those purposes.
4. Accurate and kept up to date.
5. kept only as long as necessary for the purposes we have told you about.
6. Kept securely

How will your information be used?

- The information from the stall holders and traders will be used to carry out reference and other statutory and non-statutory checks on their business and employees
- Customer or service user information will be used to log, track and respond to complaints and comments about the market, the management company, council policies/employees

What type of information is collected about you?

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

- Name
- Address
- Email Address
- Telephone Number
- Business name
- Insurance Liability Documents
- Relevant licences and certificates
- Risk Assessments/Mobile Vehicle assessment

Under data protection legislation, processing of your data is allowed because it forms part of the performance of a contract.

If we contact you about future trading opportunities, it will be because we have a legitimate interest in offering you a service you've requested from us before. You can opt-out of this contact by using the contact details below.

Who will your information be shared with?

We will share your personal information with third parties where required by law, or where it is necessary to carry out our public task

Your personal information will be shared with:

- Council internal departments.
- Police
- Cabinet Office(as part of the National Fraud Initiative)
- Border Force
- HM Custom and Excise, HMRC
- Market Asset Management (MAM)
- Other Local Authorities

Information will not be published online.

All of the Council's third-party service providers are required to take appropriate security measures to protect your personal information in line with our policies. We do not allow our third-party service providers to use your personal information for their own purposes and they may only process your personal information for specified purposes and in accordance with our instructions

How long we keep your information?

We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal information, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

In some circumstances we may anonymise your personal information so that it can no longer be associated with you, in which case we may use such information without further notice to you.

- The operator/contractor Market Asset Management (MAM) and its appointed agents will holder the information for up to a period of 12 months from 1 September 2018
- Following the end of the contract period the information will be transferred to the council and all internal records held must be deleted in-line with Data Protection best practice

RIGHTS OF ACCESS, CORRECTION, ERASURE, AND RESTRICTION

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.

No fee usually required

You will not have to pay a fee to access your personal information (or to exercise any of the other rights). However, we may charge a reasonable fee if your request for access is clearly unfounded or excessive. Alternatively, we may refuse to comply with the request in such circumstances.

What we may need from you

We may need to request specific information from you to help us confirm your identity and ensure your right to access the information (or to exercise any of your other rights). This is another appropriate security measure to ensure that personal information is not disclosed to any person who has no right to receive it.

DATA PROTECTION OFFICER

The Council's Data Protection Officer (DPO) is responsible for overseeing compliance with this privacy notice. If you have any questions or wish to make complaint about how we handle your personal information, please contact the Data Protection Officer on the details below:

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

Tel: 01992 588099

If you are not satisfied you can complain to the Information Commissioner's Office at:-

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

Changes to our privacy policy

We reserve the right to update this privacy notice at any time, and we will provide you with a new privacy notice when we make any substantial updates. We may also notify you in other ways from time to time about the processing of your personal information. This Privacy was last updated in 25 February 2019.