

## **Swanage Town Council – GDPR Privacy Notice**

Swanage Town Council takes your privacy and the protection of personal data it collects about you very seriously. Your personal data is information that tells the Council something from which you can be identified.

This privacy notice explains how the Council collects and uses your personal data.

### **How does the Council collect your personal data?**

The Council collects your personal data whenever you access or sign up to any of the Council's services, request information, make a complaint, apply for a job, rent property or participate in activities provided by the Council. The personal data collected may be your name, e-mail address, home or work address, telephone or mobile number, CCTV footage, date of birth or bank account details. The Council may also collect anonymous demographic information, which is not unique to you, such as postcode, age, gender, preferences, interests and favourites. Occasionally, the Council may ask you for more sensitive personal data. Where it does so, the Council will provide you with more information about why it is being collected at that time.

As many of the ways in which you interact with the Council are through the Council's website via electronic devices, the Council may automatically collect information about your device and the software on it. This information is capable of being personal data and can include unique identifiers such as your IP address, browser type, domain names, access times and referring website addresses. This type of information is used for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the Council's website.

### **Who provides the Council with your personal data?**

Generally, you will be the person who provides the Council with your personal data. The Council may however collect personal data about you from other people such as: complainants; Government departments and agencies; or other local authorities.

### **How does the Council use your personal data?**

The Council uses your personal data mainly to perform a task carried out in the public interest or in connection with your use of Council services. These include: corporate administration, hiring of Council facilities, renting property, and the regulation of off-street car parking.

The Council may use your personal data to fulfil any contractual obligations owed to you or to provide you with something that you have asked the Council to do before entering into a contract with you.

### **When does the Council need your consent to use your personal data?**

Where the Council wishes to use your personal data for purposes that are neither connected with the performance of its public functions or of contractual obligations, the Council may rely on your consent to collect and use your personal data. This could be when the Council would like to use your information in a way which is unexpected or different to the original purpose.

Where the Council requires your consent, it will give you a genuine choice whether or not you should give your consent and will not rely upon your silence as you giving consent. The Council will

also tell you at the time you give your consent, how you can withdraw your consent at any time and will make it easy for you to do so.

Before offering services over the internet directly to children under the age of 13 the Council will need parental consent to do so and will take reasonable steps to verify age and parental responsibility.

The Council will not send you any marketing e-mails unless you have previously agreed to this.

### **Who will the Council share your personal data with?**

The Council may share your personal data where it is under a legal obligation to do so; is performing its public functions and powers; where the aim is the detection and prevention of crime/fraudulent activity; or if there are serious risks to the public, Council staff, a child or adults who are thought to be at risk, for example if they are frail, confused or cannot understand what is happening to them.

The Council will not sell your personal data to any other organisation for the purposes of direct marketing.

### **Will the Council transfer your personal data abroad?**

The Council will not usually do so. Any contracts with providers who might host personal data abroad will have appropriate clauses to ensure adequate technical and organisational security measures are in place by the provider.

### **How long will the Council hold your personal data?**

The Council will not use or continue to hold your personal data for any longer than is necessary to perform its public functions and powers or any contractual obligations owed to you unless the Council has a legitimate reason such as complying with a legal obligation for doing so. To assist the Council in deciding how long personal data is needed, the Council will use the NALC retention guidelines for local authorities as a guide.

### **What rights do you have in respect of the personal data held by the Council?**

The GDPR gives you a number of rights. A useful summary can be found via this link to the Dorset For You website <https://www.dorsetforyou.gov.uk/dataprotection>

### **What to do if you have any concerns or queries**

If you believe that the personal data that the Council holds about you may be wrong or inaccurate or that the Council has misused your personal data you should contact the Town Clerk.

You also have the right to make a complaint to the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

### **Contact details**

**Data Controller:** Swanage Town Council, Town Hall, High Street, Swanage, Dorset BH19 2NZ.

**Data Protection Officer:** Dr Martin Ayres, Town Clerk, E-mail: [m.ayres@swanage.gov.uk](mailto:m.ayres@swanage.gov.uk); Phone: 01929 423636.