

Communications and Marketing Privacy Notice

Your privacy is very important to us. The personal information you provide will be used by Newark and Sherwood District Council, the Data Controller, in accordance with UK General Data Protection Regulation (UK GDPR) and the Data Protection Act (DPA) 2018.

This notice provides details of how the District Council's Communications and Marketing department collects and uses information about you.

The type of personal data we process

We MAY collect the following information as part of our day-to-day activities or special events:

- Name (including aliases used on social media)
- Address
- Email
- Contact number
- Reasons why you have contacted us
- Details of the contacts we have had with you
- Tenancy dates for Council Tenants
- Photographs
- Film
- Details about specific information you wish to receive

How we collect information about you

We collect information by the following means:

- Online i.e. our website and social media platforms
- Via email
- Over the telephone
- By paper correspondence
- In person (face-to-face)

Why are we collecting your personal data?

We are collecting your personal data for the following purposes:

- To receive, respond and manage enquires from the public, media, and businesses
- To manage information to ensure the smooth operation of services and events
- To create a mailing list to send you a copy of District Council Newsletters
- To send you details about specific events, activities or consultation that we believe is relevant to you
- To use data to target research at specific customer groups and to then profile results by categories of users
- To collate information to run reports to monitor themes and identify key trends
- To distribute information to you in all formats that you have provided consent to receive
- To communicate with you via social media
- To communicate with you in matters of public interest such as in emergency situations affecting the district of Newark and Sherwood
- For the prevention and detection of crime or fraud

- To use on information for promotional or communication purposes, for example to accompany the issue of media releases in hard print and digital forms

Who will we share your personal data with?

We MAY share your information with the following third parties for the reasons detailed above:

- Other District Council Departments
- Other Council's such as Nottinghamshire County Council
- Our service providers
- Third party contractors i.e. Print companies
- Police and other blue light services

We MAY be required to disclose information about you in other specific situations such as:

- Where we are required to disclose information by law
- When disclosing the information is required to prevent or detect crime
- When disclosure is in the vital interests of the person concerned
- We will not sell or rent your information to third parties. We will not share your information with third parties for marketing purposes.

How will we keep your personal data?

We will keep your personal data in accordance with our [retention schedule and policy](#).

In accordance with GDPR you have a right to:

- have a copy of the personal information that we hold about you - details of how to obtain this are available on our [data protection](#) page.
- complain to the [Information Commissioner](#) if you feel that your information is not being handled appropriately

You may also have a right to:

- have any error in your personal information corrected
- stop processing
- to be forgotten

For further details about how your information may be used or about your rights under this legislation and any subsequent data protection legislation, please contact the Council's Information Governance Officer on 01636 655216 or by email at freedom@newark-sherwooddc.gov.uk.

How will we protect your personal data

We are strongly committed to data security and will take reasonable and appropriate steps to protect your personal information from unauthorised access, loss, misuse, alteration or corruption. We have put in place physical, electronic, and managerial procedures to safeguard the personal information that we hold.

We do not currently transfer your data to any third country or international organisation.

Using your information for research and statistics

Anonymised and 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.

Your responsibilities

Only provide personal information pertinent to its intended use or for the purpose of processing a claim, application or notification for statutory requirements (electoral roll, council tax assessment, rent registry).

Tell us as soon as possible if any of the personal information you have provided has changed, for example your address or other contact details

Your right to complain

There are a number of rights that you may exercise depending on the legal basis for processing your personal data. In most cases, these rights are not absolute and there may be compelling or overriding legal reasons why the ERO cannot meet these rights in full. This will be explained to you in more detail if you contact the ERO to:

- request a copy of the personal information the ERO holds about you
- have any inaccuracies corrected
- have your personal data erased
- place a restriction on the ERO's processing of your data
- object to processing
- request your data to be ported (data portability)

Where the processing of your personal data is based on your consent, in most circumstances you have the right to withdraw that consent at any time and the ERO will act on your instructions.

If you have any concerns about how we process your personal data or wish to discuss how to exercise your rights, contact the Information Governance Officer by emailing privacy@newark-sherwooddc.gov.uk. You also have the right to make a complaint to the Council by [contacting the Customer Services team](#).

Alternatively, you may wish to complain directly to the Information Commissioner's Office. You can [make a complaint on the ICO website](#), by writing to them at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF or calling 0303 123 1113.

Additional information

Information about cookies is [available here](#).

Further information about privacy, including the data protection officer's contact details is [available here](#).