

# Privacy notice for Regeneration



## Personal data held by Regeneration

In order to provide regeneration services, it is necessary for us to collect and hold personal information. This information may include:

- Basic personal information such as name, address, telephone number, email address
- Financial information
- Photographs and film images of individuals

## Who is processing your data?

All personal data held is processed in accordance with data protection law. For Regeneration purposes, Wychavon District Council is the data controller.

## Why do we collect your information?

We collect your data in order to:

- Meet statutory requirements e.g. reporting to Government
- Monitor service improvement and planning
- Undertake financial transactions
- Conduct research including consultations
- Contact you with relevant communications and marketing
- Engage with local businesses and offer services, support and advice
- Promote economic regeneration
- Award grant funding

## What is the legal basis for us to process your data?

The legal basis for processing the data is:

- Where we have collected your personal data such as contact details for marketing purposes, we require your consent to hold this. You can withdraw your consent for us to process your data for these purposes.
- Where we have retained your photographic or filmed images for marketing or promotional purposes, we will have obtained your consent to do so. You have the right to withdraw your consent for us to hold these images.
- We hold some archived images which we consider to be of historical value and therefore in the public interest to retain

## Who do we share your information with?

We may share your information with partner organisations, including:

- Other departments within the council, with your consent in the circumstances described above,
- Other public bodies
- External auditors and regulators

We will not normally share your information with organisations other than our partner organisations without your consent, however, there may be certain circumstances where we would share without consent such as where we are required to do so by law, to safeguard public safety, and in risk of harm or emergency situations. Any information which is shared will only be shared on a need to know basis, with appropriate individuals. Only the minimum information for the purpose will be shared.

## How long do we keep your records?

We will only keep your information for the minimum period necessary. The information outlined in this privacy notice will be kept in accordance with our retention schedule. All information will be held securely and destroyed under confidential conditions.

## What are your rights?

You have a number of rights under data protection law, including the right to request your information and to request that the information be amended or erased if incorrect.

To request your records, you will need to put your request in writing and provide proof of identification to The Data Protection Officer, Wychavon and Malvern Hills District Council shared Legal Service, Civic Centre, Queen Elizabeth Drive, Pershore, Worcestershire, WR10 1PT or via email, SAR@wychavon.gov.uk

You also have a right to make a complaint about our handling of your personal data to the Information Commissioner's Office <https://ico.org.uk/>

## Providing accurate Information

It is important that we hold accurate and up to date information about you in order to assess your needs and deliver the appropriate services. If any of your details have changed, or change in the future, please ensure that you inform us as soon as possible so that we can update your records.

## Further information

If you have any questions or concerns about how your information is used, please contact Meesha Patel, Data Protection Officer at Wychavon and Malvern Hills District Council shared Legal Service, Civic Centre, Queen Elizabeth Drive, Pershore, Worcestershire, WR10 1PT

**More information about data protection and how it applies to you can be found on the Information Commissioner's Office website at <https://ico.org.uk/>**